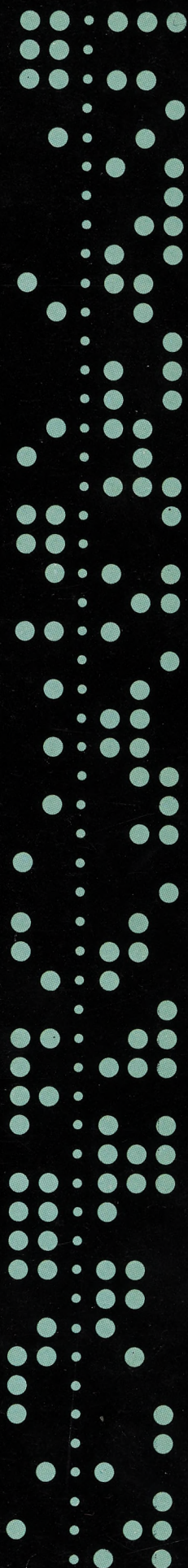


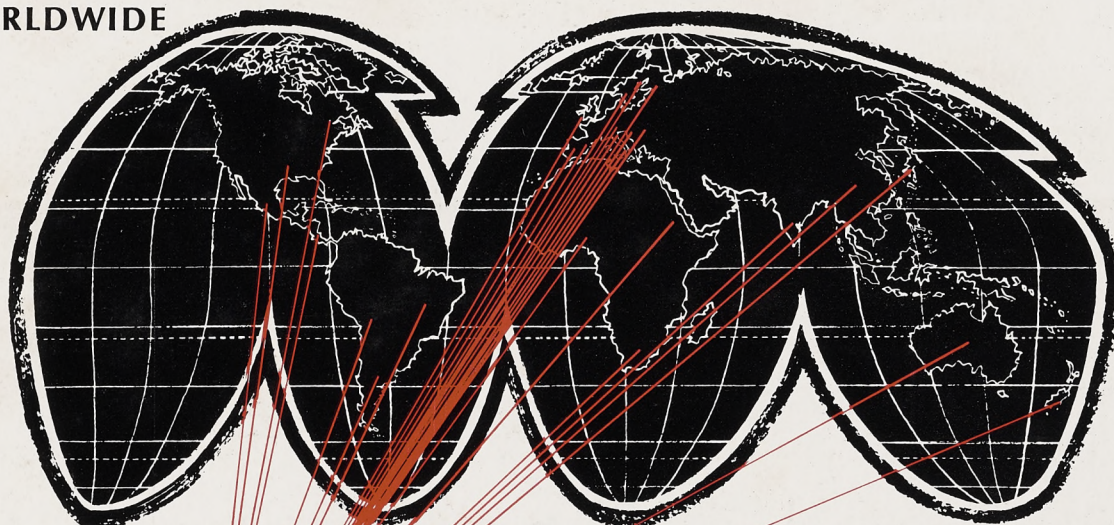
**Overseas
Press
Club Of
America**

**Dateline
1967**

**Moving
The
News**



30 BASIC EDITIONS
IN 14 LANGUAGES —
100 MILLION READERS
WORLDWIDE



**Reader's
Digest**

Wherever you go in the free world, there's an edition of Reader's Digest circulating nearby. For readers, the Digest's worldwide circulation means instant availability of stimulating articles, challenging topics, and fresh ideas. For advertisers, it means ready access to the world's largest and most responsive reading audience.

BASIC EDITIONS

U.S.
AUSTRALIAN
CHINESE
NEW ZEALAND
BRITISH
SOUTH AFRICAN

ARGENTINE
MEXICAN
CARIBBEAN
SOUTHERN HEMISPHERE
IBERIAN (SPAIN)
BRAZILIAN
SWEDISH
FINNISH

INDIAN
NIGERIAN
CANADIAN-ENGLISH
FAR EAST
CANADIAN-FRENCH
FRENCH (FRANCE)
BELGIAN
SWISS-FRENCH

DANISH
NORWEGIAN
GERMAN
SWISS-GERMAN
ITALIAN
JAPANESE
ARABIC
DUTCH



THE ASSOCIATED PRESS
WORLDWIDE ENTERPRISE



"May I express my admiration of The New York Times for Harrison Salisbury's reports from North Vietnam. They will long be remembered as an example of the fact that the highest obligation of a newspaper is to put the search for truth in the first place, second to no other consideration. Your performance confers dignity on our profession."

Walter Lippmann

The New York Times

"All the News That's Fit to Print"

Overseas Press Club of America

Publisher: ARTHUR G. MILTON
New York World-Journal-Tribune

STAFF

Editor

RALPH R. SCHULZ

Art Director

ROBERT T. MARTINOTT

Managing Editors

JULES ABEND

MEYER LURIE

Associate Editors

BRUCE BENDOW

JOSEPH R. HIXSON

JOHN W. PRICE, JR.

Assistant Art Directors

BRUCE HAAG

ROBERT GORLIN

Assistant Editors

LINDA McCRUDDEN

CLAUDIA OTT

KAROL WASYLYSHYN

Editorial Board

JOHN WILHELM, *Chairman*

EDGAR A. GRUNWALD

HOWARD C. E. JOHNSON

Advertising Director

BERNARD FRAZIER

Assistant Directors

JOHN E. SATTLER

ROBERT J. STONE

Circulation Director

WILL H. YOLEN

CLUB OFFICERS

President

VICTOR RIESEL

Vice Presidents

WILLIAM L. LAURENCE

HAL LEHRMAN

JAMES SHELDON

Secretary

MARY HORNADAY

Treasurer

GEORGE BOOKMAN

Dateline 1967 Contents

12 OVERSEAS PRESS CLUB AWARDS

24 INFORMATION: A NEW CURRENCY, *Robert W. Sarnoff*

27 TOMORROW'S ELECTRONIC WORLD, *James M. Freeman*

33 SATELLITES SPEED THE NEWS, *Stanford Smith*

38 HOW RED CHINA GETS THE MESSAGE, *Virgil Berger*

43 COVERING AFRICA, *Lawrence P. Fellows*

45 COST OF SAME DAY COVERAGE, *Elmer W. Lower*

46 TWO MILLION WORDS A DAY, *John I. Henry*

48 EXTENDING THE DIRECT REACH, *John F. Striker*

52 STRAIGHT LINE TO SAIGON, *Edwin Q. White*

54 WHAT IT COSTS TO MOVE THE NEWS

57 THE CHALLENGE OF SPACE AGE COVERAGE, *Philip Newsom*

62 PREWI PUSHES AHEAD, *Donald K. deNeuf*

65 COMSAT AND THE EMERGING GLOBAL SYSTEM

67 STARS AND STRIPES STRUGGLES TO STAY FREE, *James M. Halbe*

73 HOW WELL DOES TV COVER VIETNAM, *William R. McAndrew*

79 'IF SOMETHING SHOULD GO WRONG . . .' *Philip C. Clarke*

82 TELE-NEWSPAPER OF THE FUTURE

87 OPC: WHERE THE ACTION WAS

91 AS MURROW FUND PUSHES FOR A HALF-MILLION

92 ANOTHER ROUSING THINK-AND-DRINK REUNION

94 A MEMORY OF HENRY R. LUCE, *Thomas H. Griffith*

102 MODEL OF A MODERN CORRESPONDENT, *Sandor M. Polster*

104 MEANWHILE BACK AT THE CABLE OFFICE

This edition of DATELINE was produced by the editors of
CHEMICAL WEEK in cooperation with McGRAW-HILL WORLD NEWS
Overseas Press Club of America, 54 West 40th Street, New York, N.Y. 10018
Volume XI, Number 1

UNCOMMON DENOMINATOR

No matter how many kinds of programming NBC presents—and we try to achieve a balance among all varieties of offerings—one standard is applied to all. NBC's highly uncommon denominator is a commitment to excellence.

In one form or another, the results of that commitment are on display every day of every week. Standout entertainment shows like "Bonanza" and "Walt Disney." Award-winning dramatic fare like "Chrysler Theatre" and "Hallmark Hall of Fame." Daily news coverage and frequent News Specials by NBC News, broadcasting's largest and most distinguished news organization. Intensive coverage of every major sport. Religious programs. Musical shows. Educational programming for children.

Collectively, it's television's most vital and far-ranging line-up—and all of it is brought to you in



color. In the months ahead, audiences will be enjoying more of the same—meaning more of the best—more often on NBC.

The Full Color Network

'Award of the unsung'

Within two decades, no doubt, newsmen will be rocketing to the moon with our astronauts. Ultimately, transmission of news from the moon and other planets—if indeed there is life on any of them—will be just as matter-of-fact as the relaying of news is today from any remote part of the world.

Some future OPC president will be faced not only with the archaic problems of newsmen on earth but with problems of newsmen in space as well. This may sound melodramatic. One need only remember that when OPC was founded today's communications techniques sounded like something out of Jules Verne or "Amazing Stories."

What should concern us is not how astrojournalists will be flying through space in search of news, but how the news will get back without being controlled by some government's whim or some bureaucratic harrassment.

As the electronic satellites spin through space, absorbing sounds and transmitting them in waves to earth, our concern should be: will freedom of communication extend to the skies? If we have problems—as we do—in fighting for a free press on earth, what will happen when some government says that its master switches will be turned off, even as we seek news from space?

It is not too early for newsmen the world over to ponder this issue.

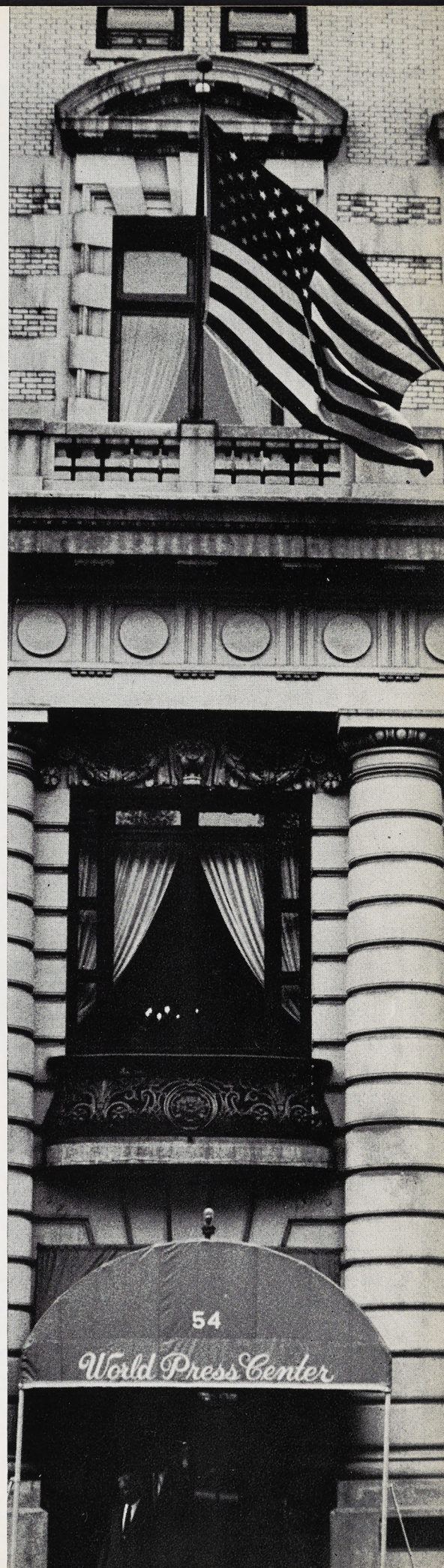
Governments are now making treaties assuring open sky policies and providing clauses that would eliminate the use of satellites as military weapons. Included in those treaties should be covenants guaranteeing that no government will dictate what news is to come from space once that avenue is opened for journalistic exploration.

At the same time, let us not overlook the importance of the individual newsman in maintaining a free press.

The Award of the Unsung should go to every newsman and woman who, without seeking a spotlight, has, nonetheless, kept the American press the freest in the world, the American people the best informed.

We applaud those who receive our coveted awards. We cheer those who, collectively, have made it all possible: the unsung working stiffs in every wire service and newspaper office at home and abroad—from the concrete jungles of our urban centers to the green-leafed jungles of hazard, wherever they are.

VICTOR RIESEL
President,
Overseas Press Club of America



AN
OPEN EYE
ON THE
WORLD

CBS NEWS



50 million words a year...give or take a million.

Every week, correspondents of Time-Life News Service file nearly a million words of copy. That's enough to fill 625 average books in a year.

These correspondents constitute one of the world's largest news-gathering staffs. They work out of 34 Time-Life News Service bureaus around the world—the sources of the news that fill the news pages of Time Inc. publications.

In New York, the editorial staffs of the various Time Inc. publications organize, evaluate and distill the reports. Only a small part of those millions of words ever make it into print, but it's the part of most significance.

Time-Life News Service is another way in which Time Incorporated endeavors to bring information and understanding to people everywhere.

TIME / LIFE

Peter Jennings with the News

A half-hour briefing on the world.

Peter Jennings' early evening ABC News show is now a full half-hour in color, for fuller development of the major news stories of the day.

This thirty-minute briefing on world events also allows more time for major contributions by distinguished news analyst Howard K. Smith. Mr. Smith's daily reports treat with authority and depth the most urgent and current stories, as they break.

There is time for fuller reports from Edward P. Morgan, William H. Lawrence, John Scali, Louis

Rukeyser, Charles P. Arnot, John Rolfson and Lou Cioffi, as well as other ABC News correspondents in crisis spots across the world. And more time for direct reports from Europe and Asia by communications satellites.

All brought together by Peter Jennings. The result is the most complete, most informative week-day coverage ever on ABC.

ABC News 





The Sunday Giant has editorial muscle.

One way to tell the *real* publishing giant is by the way other giants look up to it.

That's where Parade stands tall. Many Parade articles have inspired major features in other leading publications.

Parade originates *big* ideas. Like the Hot Line. An Astronaut-Cosmonaut team. The need for a Congressional code of ethics.

Parade's "on the news," with *in-depth* reports that go beyond fact to tell the "whys" and "hows" of important events. Original, provocative writing that's really read.

PARADE

A Sunday giant—13 million circulation.



Here's why you were able to watch this historic event as it happened 700 miles out in the Atlantic.

The on-target splashdown, and recovery, of the Gemini-12 astronauts marked the successful conclusion of America's Project Gemini.

TV coverage of this historic event—hundreds of miles off the coast of Florida, U.S.A.—made it six out of six for ITT's transportable satellite-communication earth terminal.

Six times the terminal was installed aboard a Navy carrier, and six times millions in the U.S. and Europe saw Gemini splashdown and recovery operations, live, on television.

From the carrier, the terminal transmitted television signals via Comsat's Early Bird satellite to a ground station in Andover, Maine. From there the sig-

nals were retransmitted to U.S. TV networks and to Europe.

Eyewitness coverage of the six Gemini flights proves that now just about any event, anywhere in the world, can be televised internationally.

International Telephone and Telegraph Corporation, New York, N.Y.

ITT

How nar- row can a cred- ibil- ity gap be ?

Never have people been exposed to more information than they are today. In unending waves it pours forth from newspapers, radio, TV, magazines and the main speaker at the dinner.

Obviously, in the welter there is certain to be a great deal of misinformation, whether by design or just plain bad reporting. Every news medium must live with its own credibility gap, wide or narrow—and assuredly, acceptance and success are greatest where the gap is smallest.

Thus, one explanation of Newsweek's major successes in reader and advertiser acceptance in 1966 is the fact that Newsweek is, by other communications media, the most quoted newsweekly in the world. And there was an even stronger explanation in a survey taken last year among the nation's leading editors, commentators, columnists and reporters: by an overwhelming majority, they voted Newsweek "the fairest and most responsible" of the newsweeklies.

If there is a single overriding reason for the narrowness of Newsweek's credibility gap, it is the editors' policy of clearly separating fact from opinion. The columns devoted to news are as accurate, complete and unbiased as editorial judgment can make them. And the opinion—whether written by regular columnists, or by editors and correspondents with individual views to express, or by critics of the Arts—is signed.

More than 10,000,000 responsible people wouldn't have it any other way. They read us. And they believe us.

quote
Newsweek
the
newsweekly
that
separates
fact
from
opinion

Overseas Press Club Of America Annual Awards 1967

Class 1—Best daily newspaper or wire service reporting from abroad

Class 2—Best daily or wire service interpretation of foreign affairs

Class 3—Best daily newspaper or wire service photographic reporting from abroad

Class 4—Best photographic reporting or interpretation from abroad in a magazine or book

Class 5—Best radio reporting from abroad

Class 6—Best radio interpretation of foreign affairs

Class 7—Best TV reporting from abroad

Class 8—Best TV interpretation of foreign affairs

Class 9—Best magazine reporting from abroad

Class 10—Best magazine interpretation of foreign affairs

Class 11—Best book on foreign affairs

Class 12—The *Vision* Magazine Ed Stout Award for the best article or report on Latin America

Class 13—The E. W. Fairchild Award for the best business news report from abroad

Class 14—The Robert Capa Gold Medal Award for superlative still photography from abroad, requiring exceptional courage and enterprise

Class 15—The *Asia* Magazine Award for the best article or report on Asia

Class 16—The George Polk Memorial Award for best reporting from abroad, requiring exceptional courage and enterprise

**Best daily newspaper
or wire service
reporting from abroad . . .**

HUGH MULLIGAN

Hugh Mulligan of The Associated Press was selected by the OPC judges for his Vietnam coverage "with additional recognition" for the "Vietnam Corruption" series he wrote with AP colleague Fred S. Hoffman. This is Mulligan's second tour of duty in Vietnam.

He chalked up an impressive record before being named to the AP's select (six) group of Special Correspondents.

After covering President Kennedy's assassination and funeral, Mulligan, with three other AP feature writers, authored the book, *The Torch is Passed*.

His travels have taken him to the Arctic by blimp, down the Mississippi on a paddlewheel steamer, into Louisiana's swamps in a pirogue, down Idaho's roaring River of No Return in a jet-powered speedboat, and through the mountains of West Virginia in a dynamite truck.

Mulligan, 42, is a native New Yorker. His entire newspaper career has been spent with the AP.

Citations:

Fred S. Hoffman of The Associated Press for his collaboration with Mulligan on the "Vietnam Corruption" series.

Donald H. Louchheim of the *Washington Post* for his coverage of Nigerian Politics.

Paul Underwood of *The Cincinnati Enquirer* for his "The Changing Face of the Soviet Bloc."



**Best daily newspaper
or wire service interpretation
of foreign affairs . . .**

ROBERT S. ELEGANT

Robert S. Elegant of the *Los Angeles Times* prepared well for his Hong Kong listening-post job: he studied at the Yale University Institute of Far East Languages and Literature, got his M.A. at Columbia in Chinese and Japanese, and taught Japanese in the Army Language School.

Before taking over the Hong Kong *Times* bureau, Elegant was *Newsweek's* South Asian correspondent, New Delhi bureau chief, and Central Europe bureau chief.

As a Ford Foundation Fellow, based in Singapore, he wrote for the North American Newspaper Alliance and broadcasted for the Columbia Broadcasting System. In 1953, he was International News Service's Korean war correspondent.

He has written for *The Reporter*, *New Leader*, *Look*, *Reader's Digest*, *Nation*, *China Quarterly*, and *Business Week*. He is the author of *China's Red Masters*, *The Dragon's Seed*, *The Center of the World*, *A Kind of Treason*, *A Question of Loyalty*, and *The Seeking*.

Elegant was on a Pulitzer traveling fellowship in 1951-52 and won the OPC citation for best magazine reporting from abroad in 1962.

Citations:

William L. Ryan of The Associated Press for foreign news analyses.

Ward Just of the *Washington Post* for his "The War in Vietnam."

Stanley Karnow of the *Washington Post* for his "Indonesia: An Orgy."



Sawada's award-winning picture shows captured Vietcong, blindfolded to prevent his seeing American installations.

Best daily newspaper or wire service photographic reporting from abroad . . . **KYOICHI SAWADA**

Kyoichi Sawada of United Press International has covered more than 50 campaigns and battles in Vietnam. He has earned a Pulitzer Prize and two top OPC awards in two successive years.

He was so eager to go to Vietnam that he visited the war zone during a vacation from his regular UPI job in Tokyo—and stayed for a two-month combat zone assignment. A few months later he was reassigned to cover the war.

The awards committee calls his pictures “powerful, direct images of the war.” His own explanation for the hard-hitting quality of his pictures: “I wanted to find out the real things that are happening in Vietnam.”

Sawada, 30, has been taking pictures since he was 13, when he bought a box camera for \$1.65, earned delivering newspapers in his home town of Aomori in northern Japan. By the time he was 20 he had his own photography concession at a U.S. airbase where he learned to speak English.

Citation:

Edward T. Adams of The Associated Press “for his courage and excellent photographs” in a Hoai Chau cemetery while covering the U.S. First Cavalry in Vietnam. He is a former Marine combat photographer.

Best photographic reporting or interpretation from abroad in a magazine or book . . .

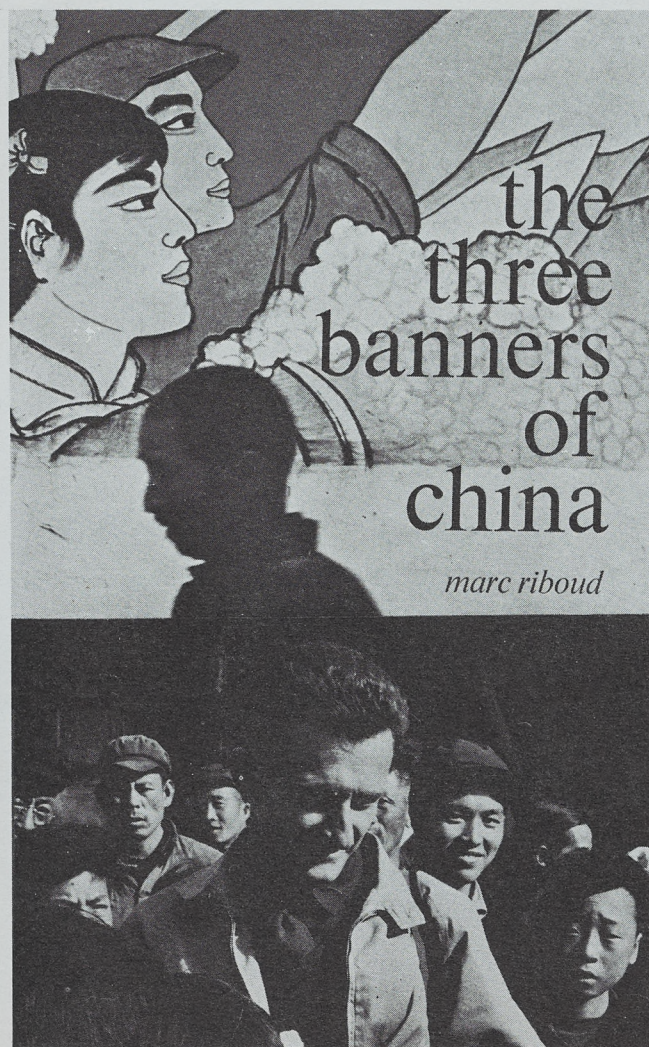
MARC RIBOUD

Marc Riboud's timely book, *The Three Banners of China*, (Macmillan) was selected for its "concise writing and magnificent photographs." The pictures and text range from a deserted temple in Kwangsi to a Marxist-Leninist seminar for engineers. Senator Fulbright wrote Riboud: "I have never seen a more perfectly balanced publication of pictures and text."

Riboud, a 44-year-old Frenchman, took up photography only 15 years ago. He joined Magnum Photos in 1954, and has since traveled in Europe, the Middle East, Africa, the United States, Mexico and Russia.

His pictures have been published in all the major magazines, and have been exhibited at the Metropolitan Museum of Modern Art in New York and the Chicago Art Institute. His books include *Women of Japan* and *Ghana*.

Riboud is an engineer by profession and a veteran of the French Resistance.



Best radio reporting from abroad . . .

SAM JAFFE

Sam Jaffe of the American Broadcasting Co. wins the top radio award for his on-the-spot coverage of the burning of the U.S. consulate at Hue. The broadcast was made during a violent anti-American demonstration in South Vietnam nearly a year ago.

Jaffe went to southeast Asia after four years in Moscow, where he had a beat on the ouster of Khrushchev. The Soviets asked him to leave Russia in 1965, because they didn't like a Washington ABC story reporting another shakeup in the Kremlin.

He first saw Asia as a 15-year-old merchant seaman, serving on ships carrying explosives during World War II. After Japan's surrender, he toured the country for four months. He served as a Marine combat correspondent in Korea.

Jaffe reported for *Life* from Washington and Asia, and worked for a year at the United Nations Radio Desk. He also was a reporter-rewriter for International News Service in San Francisco, and won a TV "Big Story Award" for solving a murder. He has done special assignments for the *San Francisco Chronicle*, the *New York Daily News* and *New York Herald Tribune*.

Citation:

CBS Radio News for a report entitled, "A Deadly Mistake," produced by Dick Reeves, which studied the loss of American and Vietnamese lives to U.S. planes and guns.

Best radio interpretation of foreign affairs . . .

NBC News

A National Broadcasting Co. Radio News program, "Diary of a Hero," featured the taped letters of helicopter pilot Major Donald A. Reilly—the most decorated marine in Vietnam—to his wife. He was killed during a medical evacuation mission.

Reilly, 38, was posthumously awarded the Navy Cross, the Silver Star, the Distinguished Flying Cross, the Bronze Star, and the Air Medal (with Gold stars).

On Dec. 9, 1965, Major Reilly flew an armed helicopter for seven hours in support of ground operations. That night, in marginal weather, he volunteered to help evacuate 11 wounded marines. While attempting to bring his helicopter into the besieged landing zone, Major Reilly was hit. He crashed and died later.

During nine months in Vietnam, he flew 298 missions, including 133 medical evacuations as well as armed escort duty, aerial observation and reconnaissance flights.

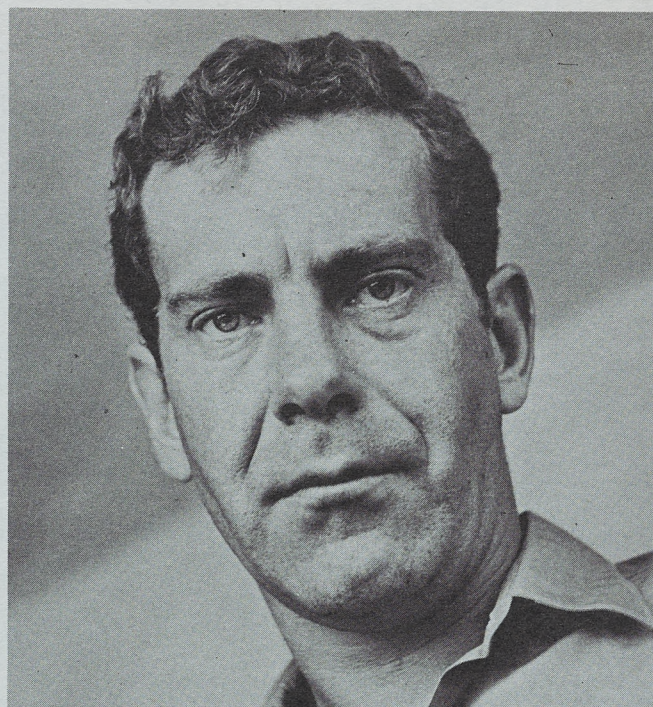
Reilly earned the Distinguished Flying Cross during Operation Starlight, when two of the three helicopters he flew were forced out of action by ground fire, and the third was hit as he directed artillery fire in an effort to relieve a beleaguered amphibian tractor column.

"He was not fearless," wrote his commanding officer, "but he always had the courage to do what he thought must be done in spite of the risks involved."

The NBC program was by James Holton and Wilson Hall.

Citation:

CBS Radio News for a report entitled "The War Within a War." Dealing with enemy propaganda in Vietnam, it was a report by Joe Dembo.



Best TV reporting from abroad . . .

MORLEY SAFER

Morley Safer of CBS News is a repeater. This is his second consecutive award in this category for his lucid, in-depth reports on the fighting in Vietnam.

Safer, a 35-year-old Canadian, came to CBS in 1964 after seven years with the Canadian Broadcasting Corporation. He has reported for CBS from Sweden, the Congo, Nigeria and Cyprus. He covered the 1964 British election and the death of Winston Churchill.

While working for CBC, Safer was the only Western correspondent in East Berlin the night the Russians began building the Berlin Wall.

Safer began his television career as a reporter in Toronto. He later became a correspondent and producer, and appeared on "CBC News Magazine," Canada's oldest news series.

His newspaper jobs include the *Woodstock Sentinel Review* (London, Ont.), the *Free Press*, the *Oxford Mail and Times* (England), and Reuters.

Best TV interpretation of foreign affairs . . .

HOWARD K. SMITH

This is Howard K. Smith's third OPC award for interpreting the news; he has also won four OPC awards for his top reporting from abroad.

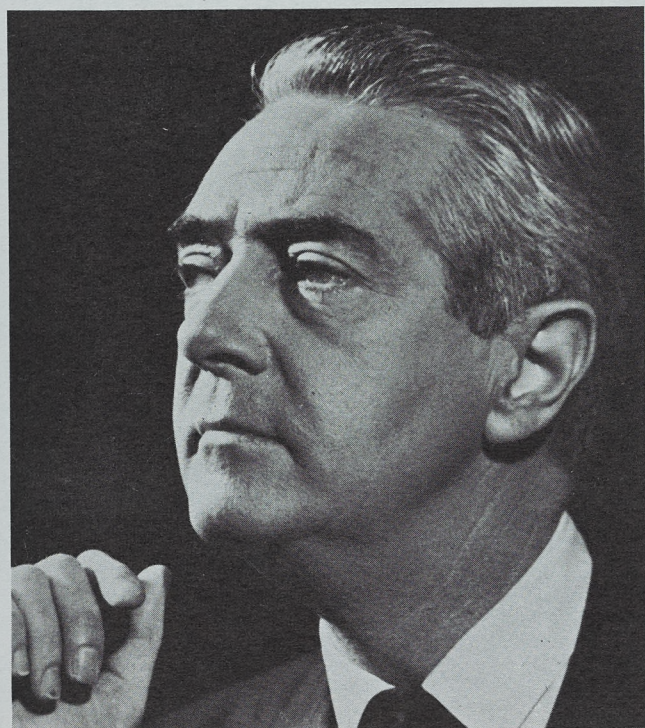
The judges selected the ABC News commentator for his "analytical reports from Vietnam."

Smith, 52, commentator on ABC's Peter Jennings television newscast and anchor man on the weekly "ABC Scope: The Vietnam War" series, has been in radio and television for more than a quarter of a century. Before joining ABC in 1961, he was with CBS for 20 years.

A Rhodes Scholar, Smith began his news career with the United Press in London in 1939, moved to Copenhagen and Berlin, where he joined CBS in 1941. He was expelled from Germany, covered occupied Europe from Switzerland until 1944, when he moved to Paris. He then covered the Allied sweep through Belgium, Holland and Germany. He was in Marshal Zhukov's headquarters the day the Germans surrendered. In 1946, he covered the Nuremberg war crimes trials.

His major CBS projects included "CBS Reports," "Face the Nation," "Eyewitness to History," and "The Great Challenge." He won an Emmy for "CBS Reports: The Population Explosion."

He was born in Ferriday, La.



Best magazine reporting from abroad . . .

SYBILLE BEDFORD

Sybille Bedford's *Saturday Evening Post* article, "Auschwitz: The Worst That Ever Happened," was selected by the judges because it "brought into focus not only the agony of the victims, but also the anguished attempt to judge a crime beyond judgment."

Mrs. Bedford was born in Charlottenberg, Germany. She left the country as a child and was privately educated in England, France and Italy.

She began writing at 16—literary essays and criticisms and several (unpublished) novels. Her first published work, "The Sudden View—A Mexican Journey," appeared in 1954. Three years later her first novel, *A Legacy*, was published. V. S. Pritchett called it "a small steely masterpiece." Mrs. Bedford's second novel, *A Favourite of the Gods*, appeared in 1963.

The Auschwitz trial, one of the longest in history, was covered for the *Post* by Mrs. Bedford. Her other law reporting includes "The Trial of Doctor Adams" and "The Faces of Justice."

She lives in southern France and is now working on a new novel.

Citation:

The Editors of *Business Week* for two reports on economic conditions in Britain and Europe. The judges said these reports made "a significant contribution to the art of financial reporting from abroad."

Best magazine interpretation of foreign affairs . . .

ERIC SEVAREID

Eric Sevareid's *Look* article, "Why Our Foreign Policy is Failing," was selected for its "illuminating insight."

The article, based on an exclusive interview with Senate Foreign Relations Committee Chairman Fulbright, was widely quoted. It proved, in the opinion of the judges, "that not only the 'instant communications' media can provide timely commentary on events of the hour."

Veteran commentator Sevareid, national correspondent for CBS News, has been with the network since 1939.

In the first of numerous foreign assignments for CBS, Sevareid scored what has been called a "gigantic scoop," as the first newsman to report that France was about to capitulate to Germany. After the fall of France, he went to London, continuing to broadcast from there until October, 1940, when he was assigned to Washington.

In May, 1965, he once again turned war correspondent, reporting from Santo Domingo. That summer he went to London, where he had a lengthy conversation with Adlai Stevenson two days before the latter's death.

An article based on that conversation, "The Final Troubled Hours of Adlai Stevenson," appeared in *Look*. The New York Newspaper Guild gave Sevareid its Page One Award, citing the article's "excellent writing" and "its terrific impact on the United States and the world."

Sevareid has captured many journalistic awards during his career. In 1950 and 1964, he received the George Foster Peabody Award for his interpretation of the news. He has also received, among other honors, an Overseas Press Club award; the George Polk Memorial Award; the National Headliners Award.



Best book on foreign affairs . . .

WELLES HANGEN

Welles Hangen's *"The Muted Revolution—East Germany's Challenge to Russia and West"* (Alfred A. Knopf, Inc.) was selected for its "sober, yet penetrating and carefully balanced appraisal of the changing political and social attitudes in East Germany . . . an interpretive analysis of exceptional merit."

Hangen, who has spent 17 of his 36 years as a newspaper, radio and television reporter, is now NBC News' China-watcher in Hong Kong. He went to the Far East after two years as NBC correspondent in Germany.

He joined NBC News in Cairo in 1956, and spent more than three years in the Middle East and Africa, covering the disturbances in Lebanon, various coups in Syria, Iraq and Jordan, as well as the fighting in the Congo. He also reported from Morocco and Ghana, and in 1957 earned an OPC citation for radio reporting.

Hangen began his newspaper career with a summer job on the Port Chester (N.Y.) *Item*. He later worked on the European edition of the *New York Herald Tribune* and as a foreign correspondent for *The New York Times*. His first book was *After Nehru, Who?*

Citation:

John Toland's *The Last 100 Days* (Random House) which the judges say "captured the enormous drama of the closing days of World War II."

The Vision Magazine Ed Stout Award for best article or report on Latin America . . .

GEORGIE ANNE GEYER

Georgie Anne Geyer of the *Chicago Daily News* Foreign Service was selected by the judges "for her exclusive, wide-ranging interview with Fidel Castro in Cuba, and her exploits in obtaining interviews and pictures of the Communist guerrillas in Guatemala . . . Miss Geyer displayed great enterprise, daring and talent . . ."

Two other Americans were killed earlier trying to get the story of guerrilla leader Cesar Montes and his followers in the Guatemala mountains.

Miss Geyer's life was threatened several times in attempting to make contact with Montes's sympathizers before finally reaching the guerrilla leader.

Overcoming a discouraging series of diplomatic, communications and transportation obstacles, Miss Geyer entered Havana from Mexico. She toured Cuba for six weeks. Her reports covered frank and often heated conversations with Castro on such subjects as the place of the new privileged class, and role of women (more freedom and less cosmetics).

Citations:

James N. Goodsell of the *Christian Science Monitor* for his "Latin American Battle," which the Judges felt was written "with an astute understanding of a complex continent."

Ted Yates and Robert Rogers of NBC for their "Undeclared War," a dramatic film of the Communist guerrillas in Guatemala.



The E. W. Fairchild award for the best business news report from abroad . . .

LAWRENCE MALKIN

Lawrence Malkin of The Associated Press was selected for his "fine interpretation of international monetary affairs" and for his "lucid, simple and highly intelligent style of presentation."

On the occasion of the visit by Kuwait's ambassador to Britain with the Chancellor of the Exchequer, Malkin wrote: "If he withdrew the money, the pound could have collapsed. On such pillars of sand now rest the pound sterling." (Kuwait's ruler has \$850 million on deposit in London.)

Malkin, 36, has startled, amused, and informed American readers with his up-to-date commentary on life in Britain. He can write about the Common Market or the tight little island's newest eccentric, Screaming Lord Sutch.

In the four years that Malkin has been on the AP's London staff, he has covered some of the headline-making events to come out of that country. His "Fiery Crosses in Britain" gave readers on this side of the Atlantic an idea of the racial problems that have begun to trouble the British.

On the light side, Malkin has written about the future of satire programs on BBC, the Beatles, and a commemorative piece on the 300th anniversary of that apple falling on Isaac Newton's head.

Before joining the AP in Phoenix, Ariz., Malkin worked for the Richmond Hill, N.Y., *Record*.



Henri Huet's Capa Award winner: Thomas Cole, injured army medic, cares for wounded buddy after GIs overran Vietcong trenches.

**The Robert Capa
Gold Medal Award for superlative
still photography abroad,
requiring exceptional
courage and enterprise . . .**

HENRI HUET

Henri Huet of The Associated Press was chosen for the "stark beauty of his black and white photographs, his courage under fire—all in the best traditions of humanistic war photography that Robert Capa believed in."

Huet, 40, has more experience in taking pictures of fighting in Vietnam than any other photographer.

Born in Dalat, South Vietnam, of French and Viet-

namese parents, Huet was educated in France, where he studied art and photography. He joined the French army as a combat photographer, and served three years covering France's fruitless efforts in the Indo-China War.

Following his military service, Huet worked for nine years as a photographer for the United States Information Service. He then spent several months with United Press International before becoming a member of the AP's Saigon staff in 1965.

The award-winning picture: A wounded GI medic—bandaged so that he could barely see, but still caring for an injured buddy.

Citation:

Larry Burrows of *Life*, "in continuing recognition of his dedication and performance." Burrows is the only man who won the Robert Capa award twice (1963 and 1965.)

The Asia Magazine Award for the best article or report on Asia . . .

HARRISON SALISBURY

Harrison E. Salisbury of *The New York Times* was selected for his exclusive North Vietnam series, appearing in December 1966. The judges cited Salisbury "for the enterprise to get the story, the courage to write it, and the guts to face up to bombs bursting in hot air."

Salisbury, 58, an assistant managing editor of *The Times*, won a Pulitzer Prize for his reporting from Russia in 1955, the George Polk Memorial Award in 1957, and the Sigma Delta Chi Award in 1958.

A native of Minneapolis, Salisbury began his newspaper career with *The Minneapolis Journal*. He switched to the United Press in St. Paul in 1930, worked for UP in Chicago, New York, London and Moscow. He became the *Times'* Moscow correspondent in 1949.

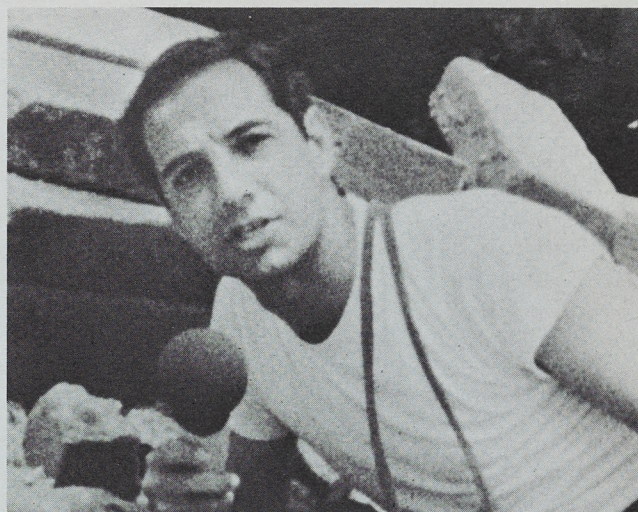
Salisbury is the author of several books on Russia, one on juvenile delinquency, and a novel.

Citations:

Donald Kirk, now McGraw-Hill's Hong Kong Bureau Chief, for his courage, energy and enterprise in covering Indonesia as a free-lance for the *New York Times Magazine*, *The Reporter*, and *The New Leader*.

Neil Sheehan of *The New York Times* for his "Not a Dove, But No Longer a Hawk."

Sam Castan of *Look*, who was killed in the highlands of Vietnam while covering the U.S. First Cavalry Division's "Operation Crazy Horse." He was 31.



The George Polk Memorial Award for best reporting from abroad, requiring exceptional courage and enterprise . . .

RON NESSEN, VO HUYNH and YOU YOUNG SANG

Ron Nessen and his cameramen Vo Huynh and You Young Sang won this award for reel two of their "Plain of Reeds" report from Vietnam. The judges called it an outstanding achievement born of courage and illuminating reporting . . .

"It encompassed many of the bewildering phases . . . from the civil war-type struggle in which South Vietnamese units shoot it out with other South Vietnamese forces—both equipped with American arms—to the great feats of endurance and valor of our fighting men in the battles of the Plain of Reeds . . ."

Newsman Nessen, 32, was wounded while doing this job. He was traveling with a patrol of the 101st Airborne Division when he was struck in the chest by fragments of a Vietcong hand grenade.

You Young Sang, 33, now an NBC news cameraman in Tokyo, was born in Korea.

Vo Huynh, 35, a Vietnamese, has been an NBC news cameraman since 1961.

Special Award . . .

HENRY R. LUCE

Henry Robinson Luce, newsman and journalistic tycoon. Born: Tengchow, China, April 3, 1898. Died: Phoenix, Arizona, Feb. 28, 1967. Son of Presbyterian missionaries, Luce spent his first 15 years in China. He came to the United States to attend Hotchkiss School, went on to Yale, graduating in 1920.

Luce began his newspaper career in Chicago as a legman for Ben Hecht and served a stint as a reporter on the *Baltimore News*. In 1923, he and Yale classmate Briton Hadden restyled magazine journalism with the creation of *Time*. The weekly news magazine became the bedrock for an empire of magazines, books, radio and television stations, which helped shape the reading habits and cultural tastes of millions.

In 1930, Luce launched *Fortune*, one dollar a copy, a luxurious gamble to tell the story of American business, then in throes of depression. Luce, the journalistic innovator, opened the pages of *Fortune* to major American artists who served as illustrators for the monthly publication. But perhaps his greatest innovation was in fomenting the photo-journalism revolution, first with cinema cameras in the "March of Time" and then with the still camera for reportage in *Life*.

Special award of the Board of Governors of the Overseas Press Club to Henry Robinson Luce in recognition of an outstanding career in Journalism. A pragmatic visionary with a missionary zeal to enlighten, he created the modern news magazine, using the magic of words to inform; and revolutionized picture journalism using the instantaneous eye of the camera and the reflective hand of the artist to record our moment and the glories of our past.



1967

OPC Awards Committee

Chairman: Whit Burnett.

Vice-chairmen: Louis P. Lochner, Burnet Hershey, Sigrid Schultz, Hal Lehrman

Judges

- Class 1: Best daily newspaper or wire service reporting from abroad
Richard J.H. Johnston, John Luter, Clancy Topp
- Class 2: Best daily newspaper or wire service interpretation of foreign affairs
Marshall Loeb, Alton Kastner, William Sheehan
- Class 3: Best daily newspaper or wire service photographic reporting from abroad
Cornell Capa, Arthur Rothstein, Charles Rotkin, Howard Sochurek
- Class 4: Best photographic reporting or interpretation from abroad in a magazine or book
Cornell Capa, John Szarkowski, Harold Blumenfeld
- Class 5: Best radio reporting from abroad
Russell C. Tornabene, George Hamilton Combs, Joe Dembo, Thomas A. O'Brien
- Class 6: Best radio interpretation of foreign affairs
Class 5 judges
- Class 7: Best TV reporting from abroad
Daniel P. O'Connor, Howard L. Kany, Donald G. Coe, David Shefrin
- Class 8: Best TV interpretation of foreign affairs
Class 7 judges
- Class 9: Best magazine reporting from abroad
David Lewis, Gerre Jones, Webb McKinley, John U. Sturdevant, Will H. Yolen
- Class 10: Best magazine interpretation of foreign affairs
Class 9 judges
- Class 11: Best book on foreign affairs
Anita Diamant Berke, John Barkham, Andrew Ettinger, Beulah Harris, Fred Kerner, Ken McCormick, John Reddy
- Class 12: The Vision Magazine Ed Stout Award for the best article or report on Latin America
Sam A. Summerlin, Wilson Hall, Fortuna Calvo Roth
- Class 13: The E.W. Fairchild Award for the best business news report from abroad
Henry Gellerman, George B. Bookman, Henry Jiler
- Class 14: The Robert Capa Gold Medal Award for superlative still photography abroad, requiring exceptional courage and enterprise
Clifton Daniel, Cornell Capa, Harold Blumenfeld, Howard Sochurek, William Vandivert
- Class 15: The Asia Magazine Award for the best article or report on Asia
Julia Edwards, Charles A. Grumich, Homer Bigart
- Class 16: The George Polk Memorial Award for best reporting from abroad, requiring exceptional courage and enterprise
Sigrid Schultz, John M. Patterson, James Sheldon

Special Award: Voted by the Board of Governors of the Overseas Press Club

EDITORS' NOTE

Photographer of the Year and Other Winners

For many years one lively sign of spring has been a notice from the University of Missouri School of Journalism announcing the winner of an important award in the field of photojournalism—the title of Magazine Photographer of the Year. It has been won by eight of our photographers in the past, and this year's title, we are pleased to note, goes to LIFE's Larry Burrows.

Larry has spent most of the last four years in Vietnam, where his courage is as much a legend as is his remarkable coverage of the war. What earned him his present title was not the latter alone but his all-around performance and photographic versatility. The 1966 pictures he submitted to Missouri included his story "The Air War" (Sept. 9), pictures from "Shastri's Funeral" (Jan. 21) and a nature essay on "The Birds of Paradise" (April 15). In addition to his over-all award as Photographer of the Year, his work in Vietnam won him first prize in the Magazine and Documentary category, and Shastri's Funeral and Air War won second prizes.

Elsewhere, his work was weighed against worldwide competition. In London, in the contest for the best British Press Pictures of the Year, Burrows, who is English, won two firsts—for Shastri (color) and for Air War (color sequence). In Holland, at the World Press Photo Conference at The Hague, Air War won him first prize for color, and Shastri took third.

At Missouri the judges (sponsored by the University, the National Press Photographers Association and the World Book Encyclopedia Science Service) were confronted by 8,147 photographs sent in by the country's best newspaper and magazine photographers. Besides Larry Burrows, three other staff photographers were picked for first place awards:

Yale Joel, who was Photographer of the Year in 1953 and specializes in photographing the unphotographical, won first prize for a Magazine Picture Story. The winner was his far-out essay on "Psychedelic Art" (Sept. 9) in which he tried to emulate the artists who, inspired by LSD, were out to "vaporize the mind by bombing the senses."

Ralph Morse, who can solve any photographic problem and has covered the space program from the day the first monkey blasted off down-range, won first prize in Category X—"for pictures that don't fit anywhere else." Ralph's unclassifiable but prize-winning picture was his interpretation of the Negro's "War on Whitey" (June 10).

Art Rickerby, a tenacious man who joined our staff five years ago, took first place in the Magazine Sports category. His winning picture was a double cover on professional football, "Controlled Violence of the Pros" (Oct. 14). It took him 14 games to get what he was after—the crashing man-to-man conflict of huge men.

To round off a pleasant week, LIFE itself was honored by Missouri for the best magazine use of photographs. And for our reporting in three fields—"Vietnam, civil rights and public education on cultural subjects," the Columbia University Graduate School of Journalism gave us its National Magazine Award for 1967.

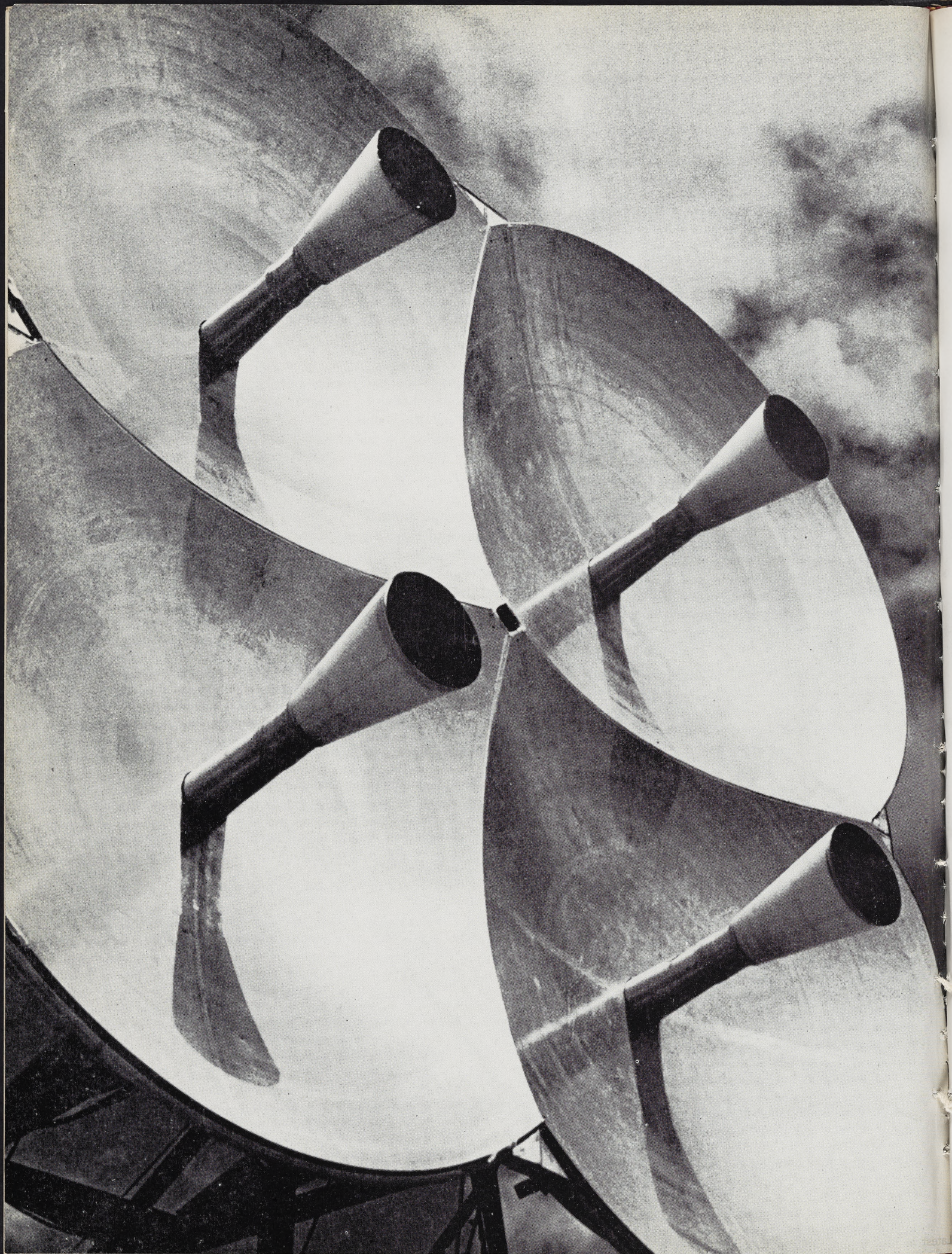


LARRY BURROWS

George P. Hunt

GEORGE P. HUNT
Managing Editor

LIFE



Information: a new currency

H. G. Wells once wrote: "The cardinal fact in history during the past fifty centuries has been the scope, pace and precision of intercommunications. Everything else is subordinated to that."

Mr. Wells did not often understate a premise, but on this occasion he did. The art of communicating information has become more than a fact of history. It is now a profoundly significant element of both economic and social progress in our world.

However, communications is not now concerned simply with sending and receiving news. It is, instead, a total complex of information in every variety and form—electronically assembled, sorted and analyzed for presentation anywhere, any time, and in any desired form.

This revolution in information promises to do for human perception and intelligence what the industrial revolution did for human muscle. In the eighteenth century, the industrial revolution created a power-driven economy that restructured society. Prior to this, there had been little discernible economic progress for many centuries. From England, machines penetrated Europe and America, and raised the entire Western world to new levels of productivity and economic well-being.

Similarly, the information revolution has not sprung to life full-blown. Undersea cables have been with us for nearly a century. Worldwide radio service matured during the years between the two World Wars. Wideband transmission channels for telephone and information were introduced at least twenty years ago. Electronic computers are nearly a decade old.

But now, these multiple services are being fused into something radically new. The principal catalyst is the communications satellite. Its

unique capability is to transmit all forms of information—voice, picture or data—in vast quantity and with equal facility.

Today when we telephone London or Paris, or send a telegram or Telex message across the Atlantic, we are probably communicating via the Early Bird satellite, which has a capacity of 240 voice or data circuits, or one television channel. Next year, the new satellites to be placed in orbit should provide five times that capacity. And by 1973, transatlantic satellites should provide 42,000 simultaneous voice/data channels or 24 full-time color television channels.

There will be concurrent expansion of undersea cable capacity, and addi-

**'Information is beginning
to achieve the status
of a form of currency,
readily convertible
into goods and services'**

tional satellite channels across the Pacific and over the continents. Inevitably, there will be further innovations to provide still greater speed and reliability in the handling of traffic. Ultimately, there will be laser beams, with virtually unlimited communication capacity.

There is radical change, too, at the terminals. New electronic methods are being devised to interchange print, picture, and sound, and to establish communication among the machines as well as among men. The result will be a system to provide the maximum transmission of knowledge at the moment of maximum need.

These new technological forces are moving the industrial nations toward

a new relationship based as much upon information as upon production and distribution. Information is beginning to achieve the status of a form of currency, readily convertible into goods and services. It is also becoming as basic as energy, with the information-generating computer the present-day counterpart of the steam engine.

Having served apprenticeship as a clerical genie, the computer now sits in the front office of business management as an informant and consultant. It serves with tireless impartiality any type of business—from the industrial giant to the small retail establishment. By time-sharing, hundreds and soon thousands of organizations and individuals will have simultaneous access to a computer service, turning it into an informational utility comparable to electricity or gas.

The executive in New York or Chicago will be able, without leaving his desk, to deal face-to-face over a private television circuit with representatives in Vancouver, Buenos Aires, or Colombo. By means of the split-screen, sight and sound conference calls on a worldwide basis will become standard.

A broker in the City will have at his fingertips a dialing system to bring onto a screen the latest readings of the principal stock and commodity markets, whether Wall Street, the Paris Bourse, San Francisco or Sidney. Over the same system he will place orders directly by private lines to central computers at these or other exchanges. This will inevitably lead to some form of standardization or unification of the world's various monetary systems.

The head of an export firm will have at instant call the status of his overseas markets, the latest economic and financial developments, purchasing trends, and the inventory of his

Bell Laboratories staffer adjusts prism at end of laser beam. Lasers have tremendous potential capacity for message transmission.

own company to meet demand.

The industrialist expanding his operations at home, or seeking to help nations will be aided by computerized teaching systems, which retrain workers or equip unskilled labor for modern production. In tomorrow's world, the unskilled individual will be obsolete.

This partnership between management and the computer, a development of the information revolution, is already a working reality. It is assuming decisive importance in maximizing efficiency, minimizing costs, meeting competition and developing new markets.

A further development of the information revolution is its profound effect upon marketing patterns, especially as they relate to the mass market of television. There are now nearly 200 million television sets in more than 100 countries, and the count increases by one million each month.

In more than 70 countries, there is some form of television programming supported by commercial sponsorship. Even where commercial support is lacking, the pervasive influence of television is spreading new ideas, new tastes, and new desires. In short, it is creating the classic requirement for a consumer market on a global scale—and television is equipped to serve that market just as effectively as the domestic one.

All of this ferment in communications and information is leading to a radically new economic environment at every level—from an individual enterprise to an entire nation. Eventually, centralized computer systems will be established in the major business capitals of the world—London, Paris, Brussels, Amsterdam, Rome, New York, Buenos Aires, Tokyo—and ultimately linked together in a far-flung economic network. Traffic among the computers through high-capacity satellites and cables will provide a steady flow of vital information bearing upon the economic and financial status of the trading nations.

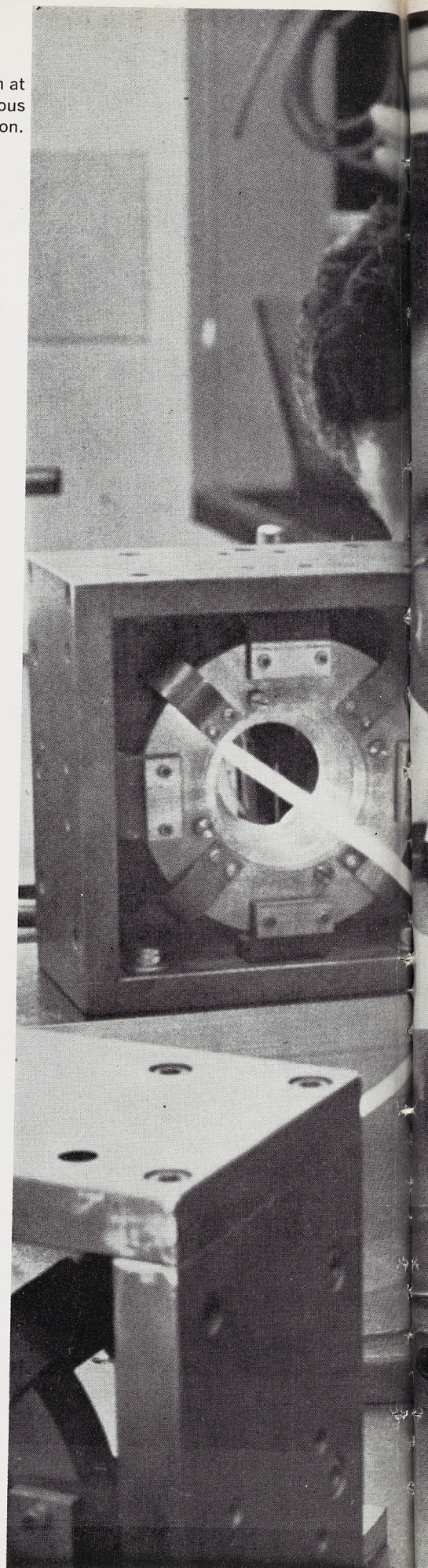
Each point in this international information network will serve as a nerve center and command post for the makers of economic policy. The output of the system at any point will consist of all necessary information for business planning and forecasting—from an account of cash flow to the latest market trends. The continual flow of data will permit comparison of aims with achievements at any given time.

Current facts and figures are basic to effective planning and management, but today significant statistical data often become available too late to be truly meaningful. Computer-oriented communication systems will substantially accelerate the information-gathering process, and statistics will become current rather than historical. For businessmen, as well as for governments, the result will be unlimited flexibility in making decisions, and unprecedented control over economic destinies.

Between 1953 and 1966, the free world's output of goods and services increased by an average of 7½% annually. In the same period, world trade grew at an average annual rate of 11%. As the information revolution accelerates, the tempo of growth among the trading nations will quicken; world trade is expected to double over the next decade.

Present regional common markets will be superseded by continental common markets, and eventually by intercontinental arrangements. Beginning with the Atlantic community, economic unification in varying degrees will encompass other areas of the world.

There is hope that mutual interests will lead to mutual accords virtually everywhere. Admittedly, logic has not always prevailed in relationships among countries, but technology has a way of imposing its own logic on human affairs, offering a fresh opportunity to apply new techniques, new methods, and new concepts to the solution of old problems.





JAMES M. FREEMAN

Director of Press Relations
American Telephone and Telegraph Co.

Tomorrow's electronic world

There are newsmen—by now a little gray around the temples—who remember when the only reliable solution to their overseas coverage problems seemed to be stout-winged carrier pigeons.

If anyone in the overseas news business dares call a date historic, I venture that some veterans would recall 1927, when radio-telephony spanned the Atlantic.

And many of you would nominate Sept. 25, 1956, when the first transatlantic telephone cable went into service. From that day forward, state-side editors and their reporters around the European beat could count on a clear and steady flow of information in both directions.

I didn't plan to begin a look into the future with so much talk about the past, but one more milestone deserves mention here. On the 10th of July, 1962, Telstar, the Bell System's communications satellite, demonstrated in one whoosh of a rocket that voice, written words, data, still pictures and television could be sent winging across the ocean by an orbiting sphere. Its promise is being borne out by Comsat's twin birds, Early in the Atlantic, Lani in the Pacific.

With high-quality cables supplemented by satellites, calling across the ocean has become no more eventful than calling across the city.

And before we move to the domestic scene, it takes no seer to predict a continued increase in inter-continental communications; and an improvement in both scope and quality of facilities in foreign countries. The connecting links will be a meld of

cable and satellite circuits.

By the time today's cub reporter is a veteran, fascinating changes will have taken place in the way we communicate with each other. The methods of sending, receiving, handling, storing, retrieving and displaying information will steadily grow more capable, versatile and useful.

Today's technology promises an abundance and a variety of future communications services at such a low cost that they will be within the reach of everyone. The communications network that binds the nation and the world together will be the common denominator, connecting all of us to the electronic wonders of tomorrow.

We can't tell exactly what the future holds, and we can't say exactly when we'll enter the brave new world we see ahead of us. But we can make some pretty interesting conjectures.

Let's speculate a little.

To begin with, a basic thing about life in the communication-oriented age will be the capability for decentralization of activities. Perhaps cities as we know them won't be cities. The center of things might be a collection of computers serving a scattered population by communications lines.

The businessman will not be required to go slavishly "down to the office" every day. While he has his morning cup of coffee, he can be dialing his computer point for the day's workload. He would get the information he needs to do his work from the same connection and, finally, he could send the completed assignment to its destination by dial-

ing the computer a third time.

Businessmen could hold conferences with others across country or the world, for that matter, without ever leaving their homes. Picturephone service would link them all together. If any papers need be signed, facsimile transmission attachments on the visual telephone would provide copies wherever needed.

A housewife can do her shopping from her living room. Picturephone service would take her into her favorite department store. With the help of a salesman, Mrs. Jones can inspect an array of furniture, pick out an easy chair she wants for her den and then by pressing buttons on her Touch-Tone telephone, pay for the purchase. The payment would actually be handled by a bank computer, which would transfer funds from her account to the store's furniture account.

Picturephone service can be a key element in the way things are going to be in tomorrow's world. It will be used for Dad's job, the kids' homework and even family leisure. We will, for example, be dialing the library to scan the books we've been wanting to read. We may browse through the museums, here and abroad, inspecting art treasures in living color.

Facsimile transmission will play a large role in the years ahead. It will grow to the point where magazines, newspapers and anything else that is printed can be delivered in facsimile form to your living room over a telephone line. Print-out capability in your TV set may make available to you, at the touch of a button, anything on the screen.

In the days and years immediately ahead, the key is "capacity." More and more capacity is coming, even in the facilities in use today—cables, microwave systems, and satellites. For example, an underground cable now being laid between Boston and Miami can handle 32,000 conversations. Happily, these facilities are

compatible; they can be interconnected so freely that the facility for each assignment can be selected solely by the practical tests of cost and quality of service. Ultimate development, and benefit to the public, will come if there is no predisposition for one mode, and if selection is on practical criteria.

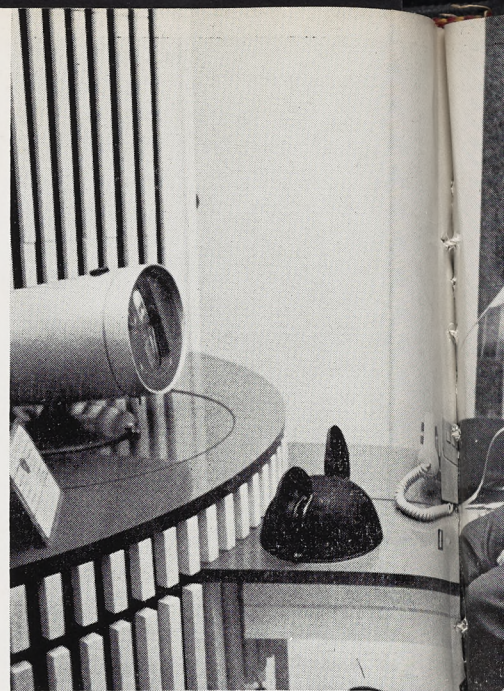
In this regard, the Bell System's proposal for a multipurpose "space/earth" communications system is particularly interesting. It would integrate satellites and land facilities in a network that would provide transmission for all long-haul communications needs. This would include, among other things, capability for a fourth TV network for educational purposes.

We think the plan would give us the best of the two kinds of communication transmission, space and earth, in the most economical mix. The operating cost ultimately would be less than the cost of a system that is exclusively space oriented, or one that is exclusively earthbound, and the savings would be reflected in lower rates for all users.

Of all the research now going forward, there is none more exciting to the professionals in our business than the work on integrated circuits. These are elements of communications systems built around transistors, diodes, resistors and capacitors.

"Building blocks" for communications, their advantages include minute size, extreme reliability, low cost. Said another way, when units of low cost and high reliability are available, it becomes sensible to plan a number of services we shall discuss later.

Having spoken of the great promise of integrated circuits, this might be a place to strike a balance and mention two things which may not be quite as rosy as popular speculation would suggest. One is the thought that every baby at birth would be given a telephone number which would be his for life. Rather a startling thought in an age in which some



Salesman displays his company's product

view automation as a threat to our individuality. Well, relax; the idea wouldn't be too practical and there is no drive toward it.

The other is in the area of pocket phones. We know that signalling devices such as Bellboy are already available, that tests are to begin this fall in Boston and Phoenix on a lineless extension telephone, and we know that technology is abundantly available. But there is the matter of frequencies. This, in a sense, is a natural resource. The radio spectrum has a limit.

The logical approach, administered by the Federal Communications Commission, is to judge which requests should have priority. I'm not saying that there won't be advances, nor am I saying that we are not learning to use more and more of the radio spectrum as we move into the ultra-high frequencies. I'm just saying that not every service can have all the radio frequencies its proponents might wish.

Now back to integrated circuits. They will help broaden capacity and make services more abundant. These microelectric circuits will enable present transmission systems to carry a great deal more information than they carry now. For one thing, costs will come down. Services outside the reach of the average householder will be within his budget. Second and third telephones, not extensions, but



Chicago buyer by Picturephone.



Facsimile reproduction over telephone lines is made possible by Data-phone service.

main telephones, will be common.

Data-phone service through Touch-Tone telephones will be part of the domestic scene as well as increasingly important tool for the professional or the businessman. A housewife who wants to make the perfect cake may use her Touch-Tone telephone to establish connection with a computer for the precise recipe and oven instructions. The doctor who wants to make sure of his diagnosis will check a patient's symptoms with a medically oriented computer. He may dial into the national library of citizens' health records to review the clinical history of the man in his office.

The law's delay will be reduced as lawyers, judges and probation officers research their cases in a fraction of the time it takes them now. Engineers, even now, can turn a knob and a computer miles away will change a drawing on a screen before him.

When we talk about punching out instructional codes on our telephones, we are talking about Touch-Tone service. It's here today. In fact, 1,500 telephone exchanges were added last year to the list of those which offer this service. Though it's used today pretty much for establishing switched connections, its range of ability is practically limitless.

Touch-Tone telephones can be made to send tones to almost any kind of machine that works electronically or electrically. Tellers in banks

can now interrogate a computer about depositors' accounts and receive immediate recorded voice answers. Department stores are doing the same things with credit ratings.

Tomorrow's housewife will be able to turn off the toaster after she leaves home, if in her hurry she forgets to turn it off before she leaves. She'll be able, as she's en route home from another activity, to turn on the oven.

As telephone technology becomes more complex, telephone service happily becomes more personal.

Speed calling is one of the services. With it, you can reach eleven-digit long distance numbers by dialing one or two digits. "Call transfer" is another special service. You can make all calls to your home telephone ring at the home of a friend you'll be visiting for the evening. Still another service will allow you to add a third person to a conversation in progress, simply by dialing his number.

Now we move to the glamour area of research. The land of laser, wave guides and such. The key word, as we mentioned earlier, is "capacity."

To provide a rough yardstick for rating these upcoming modes, we can think of an increase in capacity of several orders of magnitude. First, L-4 systems provide us with cable capable of carrying 32,400 conversations; at the next level, the wave guide would give us capacity for 200,000 conversations; and ultimate-

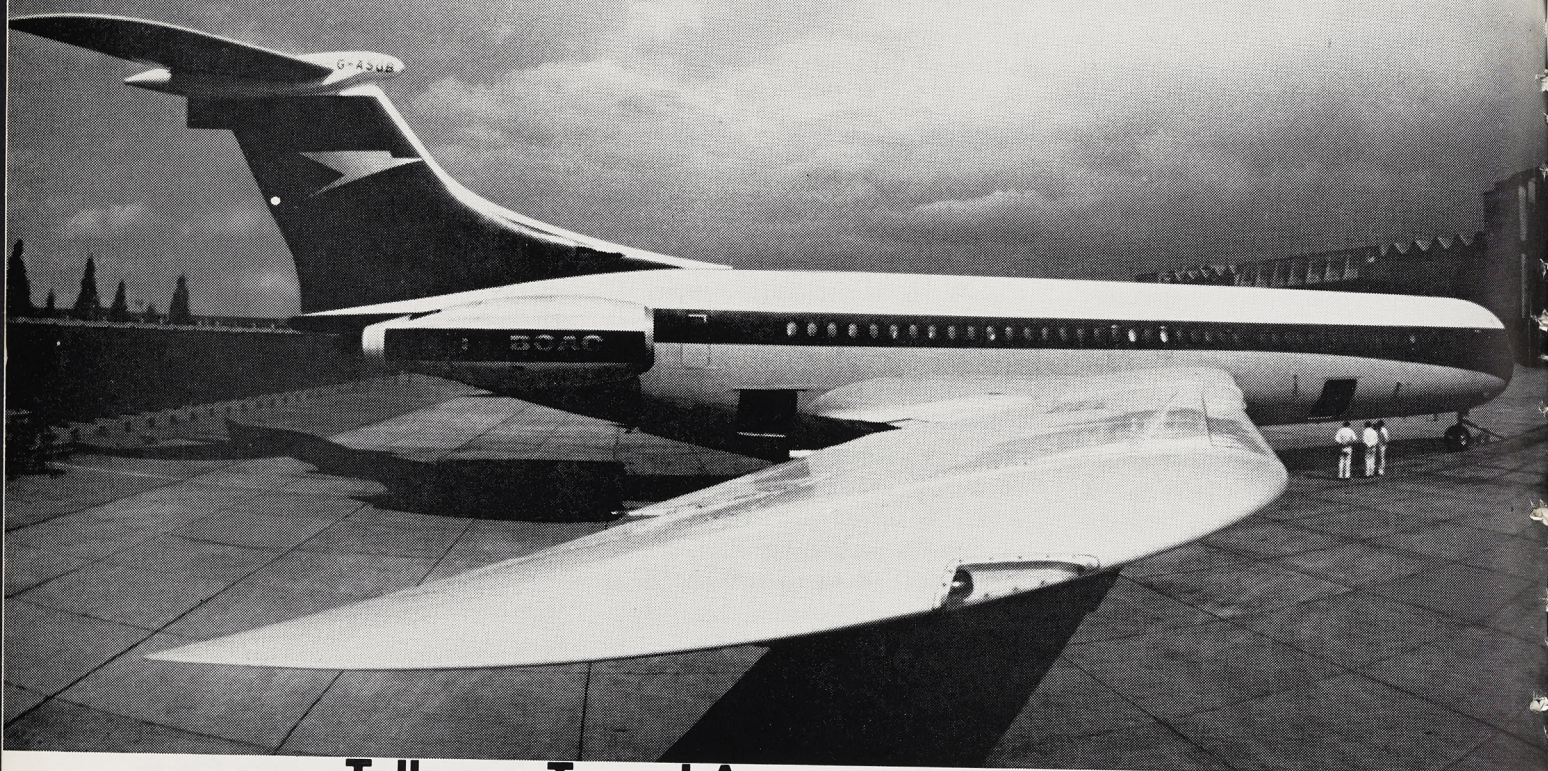
ly the laser would open up transmission capabilities so large that the volumes are difficult to describe.

We can have bandwidths capable of carrying enormous quantities of all kinds of communications—radio and television programs, data, facsimile, telephone calls, etc.

Sure, there are practical considerations. The laser beam, unless enclosed, finds fog and rain to be natural enemies. Bandwidth of this scope is needed only on heavy traffic routes and the cost of the sophisticated equipment—for sending, amplifying and receiving—requires that such systems be fully used in order to take advantage of the economies.

Now you might think it makes little difference to you whether your telephone call or facsimile transmission goes over an ordinary pair of wires or over one of these glamour, high-capacity systems. Well, it does make a difference, if your pocketbook nerve is at all sensitive. Because cost reductions are possible and can be reflected in lower rates for you.

In closing, let me stress that research is rushing forward, bringing us the things mentioned here plus all those other things just around the next scientific corner. But to gain the full economic and social benefits, we need to understand more than how things work. We need to plan how they can be used to make life better. This is an even greater challenge.



Tell your Travel Agent you want one.

If this is your year to go places, you'll probably want to talk to a Travel Agent before you leave.

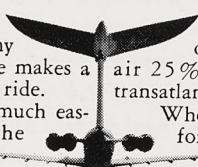
He can put you onto a lot of things. When to go, for example. Where to stay. How to get the most for your money.

And if you're going across the Atlantic, he can put you onto the most advanced commercial jet in the

sky. The BOAC VC 10.

With its roomier, more comfortable Economy Class seat, the VC 10 sure makes a body feel good on a long ride.

Its rear engines are much easier on the ears than the wing-mounted kind. They leave all the noise behind.



The VC 10

Takeoffs are easy to take, too. The VC 10 gets you off the ground and in the air 25% quicker than any other transatlantic jet.

When you arrive, you'll be in for a lovely letdown: the VC 10's 20 mph slower landing. Seats on this re-

markable aircraft are available to London from New York, Boston, Detroit or Chicago. For the same price as those on an ordinary jet.

There's a nice feeling of power that comes with telling your Travel Agent to order one.

BOAC TAKES GOOD CARE OF YOU
BOAC

The VC 10 also flies from New York to Manchester, Glasgow, Bermuda, Nassau, Freeport, Jamaica and Lima; from Chicago to Montreal; from London to Europe, Africa, the Middle East and the Orient. For more details, contact British Overseas Airways Corporation, which has offices in principal cities.



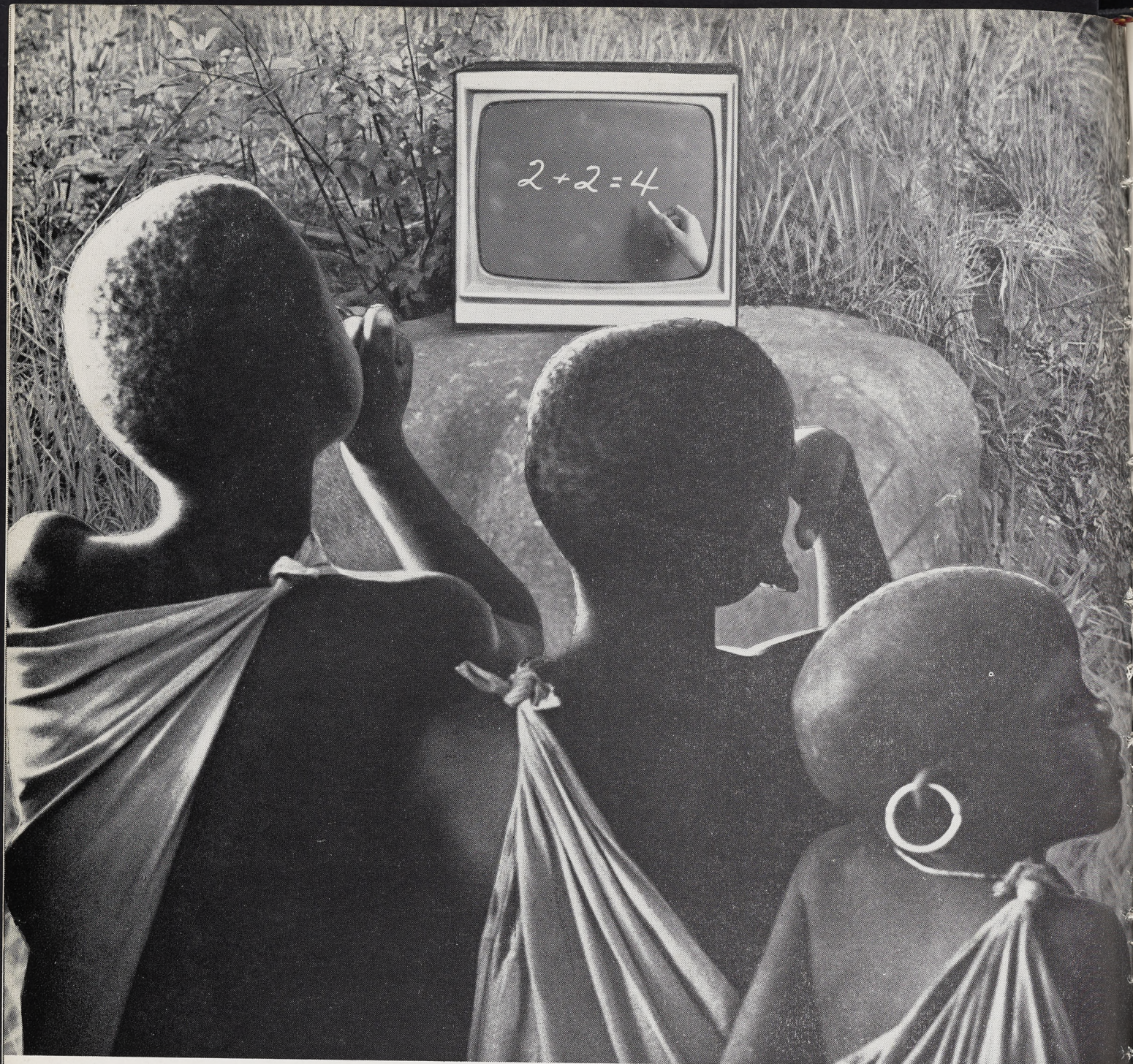
What do you do when history happens?

History happens at breakneck speed. You get one crack at capturing the critical moment. You shoot instinctively, without worry about the medium. *You're secure in the quality, consistency, and repeatability of Kodak films and what goes with them.*

Kodak films, papers and chemicals: always the way you expect them to be. With all the dependability essential to recording history.

EASTMAN KODAK COMPANY, Rochester, N.Y.

Kodak
TRADEMARK



We'll bring P.S. 6 to Africa

Before long, we'll be able to bring the best in education to almost any underdeveloped region in the world.

A pipe dream? Far from it.

Already, we're veterans at transmitting live TV programs, via satellite, between the U.S. and Europe.

Soon, additional communications satellites will make possible live television broadcasts from this country to many more overseas places.

Right now, ground stations are being planned to receive such broadcasts in Africa and the Far East. And low-cost, one-channel TV sets are being developed able to operate on battery, wind, hand or even animal power ... for areas where conventional sources of power don't exist.

Put all this together and we can put P.S. 6 practically anywhere in the world.

But why should we, a U.S. telegraph company, concern ourselves with illiteracy in remote places?

For good business reasons.

You see, we lead the U.S. communications industry in carrying telegrams, telex, leased channel messages and computer data between the United States and the rest of the world.

And how can Americans send telegrams to people in underdeveloped areas?

Unless they can read and write.

RCA Communications, Inc., 60 Broad Street, New York, N.Y. 10004. Write for free brochure on global communications.



The Most Trusted Name In Communications

STANFORD SMITH

General Manager
American Newspaper Publishers Assn.

Satellites speed the news

What will the space age do for the daily newspaper? Frankly, we're not sure. We're certain that satellites will help newspapers get the news, wherever it takes place, into the hands of their readers, wherever they are, faster and with more related information than ever before. What we don't know is exactly how.

Unfortunately, most public discussion concerning communications satellites has been concentrated thus far on improved television programming. As a result, the public has been left with the impression that the communications satellite is merely a television device. Rather, these satellites are, in the words of F.C.C. Chairman Rosel H. Hyde, "new high-capacity highways of communications."

Last year, the Ford Foundation proposed a communications satellite system for television. The income earned from transmitting commercial programs would be used to improve non-commercial television programs. The public discussion that followed has virtually ignored the vast opportunity that communications satellites afford the *news* staffs of television networks and newspapers alike to improve their service to the public.

It hardly seems likely that huge sums of public and private money will be invested in the nation's space and communications satellite programs merely for the improvement of programming on the television screen. Where the public interest is concerned, the transmission of news must be regarded as basic.

Satellites will undoubtedly permit newspapers to serve the public interest in at least three ways:

1. By increasing the ability of newspapermen to gather and transmit news from remote areas of the world.
2. By increasing the ability of wire services to get news and picture copy to individual newspapers.
3. By increasing the ability of in-

dividual newspapers to send pages, already in type, to outlying plants for printing at locations closer to readers.

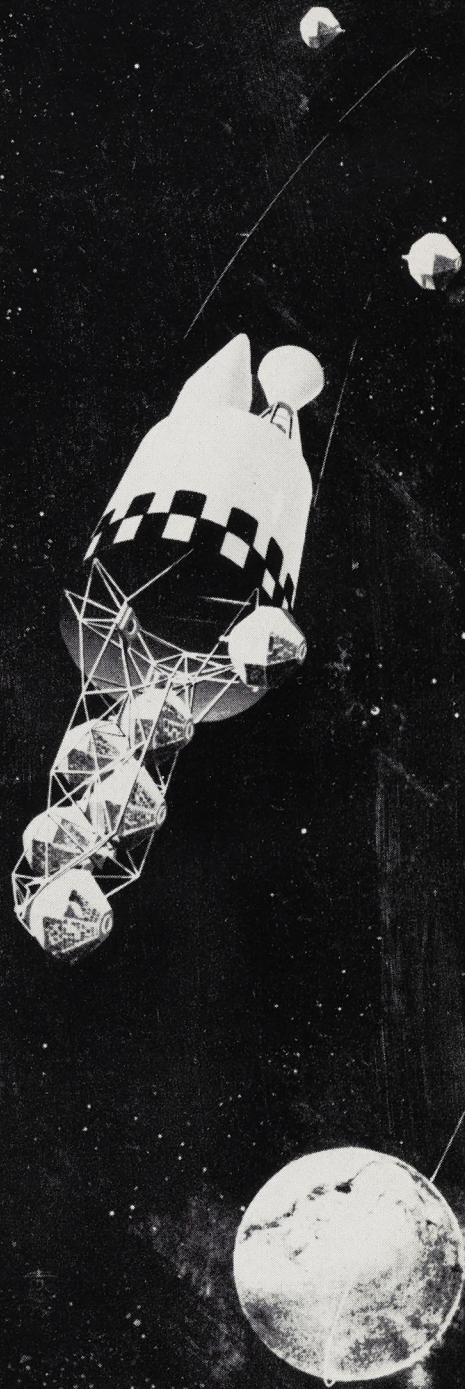
It all adds up to better service in terms of reduced time between an event taking place and the printed report reaching the reader. An important by-product of satellite use, however, will be drastically reduced costs of transmitting news. And this can be translated by both newspapers and wire services into bigger budgets by editorial personnel of high skills.

Let us examine each of these possible effects of satellites more closely.

1. *Improved news gathering.* At present there are many points, particularly in the developing countries, where absence of connecting land lines necessitates the routing of messages via distant centers such as Paris or Tokyo or London. News stories or telephone calls from one African country to its nearest neighbor must frequently go via Paris. When satellites and ground stations go into common use, direct communications channels will be available.

2. *Improved services by wire services.* The vast increase in the number of channels available by use of satellites will greatly enlarge the services of the press associations, may even change their basic function. Newspapers, for example, may be able to dial for whatever type of news and pictures they want at any time. Lani Bird I, which was launched last October by the Communications Satellite Corp. (COMSAT), has twice as many channels as the last cable laid across the Atlantic. Moreover, satellites scheduled for delivery next year have up to five times the capacity of present models, and those already on the drawing boards will have still more.

To attempt to duplicate satellite capacity by land or underwater lines would be prohibitive in cost. Lani Bird I, for example, which cost \$10



Seven or eight satellites can be launched by one Titan III-C as part of military system to link all parts of the world

A Thrust Augmented Improved Delta rocket blasts off carrying a 192 pound Intelsat II satellite into orbit.

million including development and launching, was one-fifth as expensive as the most recent but less efficient cable laid across the Atlantic.

Some communications experts play down the potential value of domestic satellite systems because it is not economically feasible to establish a satellite system for transmission between points less than 1,500 miles apart. However, once the system is developed and set up for long-range use, it could be used for short distances as well, permitting satellite transmission by a wire service from New York or Washington to any number of primary receiving points within the United States. With computers speeding transmission, the new opportunities stagger the imagination of editors trying to visualize the newspaper of tomorrow.

3. *Improved facsimile transmission.* Today the *Wall Street Journal* sends pages by facsimile—without satellites—from a composing room in San Francisco to its Riverside printing plant 400 miles to the south. As far back as 1962 the Westrex Co. demonstrated how this could be done by satellite when it sent seven full-size newspaper pages—photographically reduced—from New York to Europe in just a few minutes. The increased capacity and reduced cost of satellite transmission would allow many newspapers to speed delivery to far-flung areas.

Some observers go even further, speculate that some day newspapers might be delivered directly to the reader in the same manner. Dr. Glenn T. Seaborg, chairman of the U.S. Atomic Energy Commission, for example, speaks of an "orbital newspaper," which would bring detailed news to the home in any language from anyplace in the world at any time of day or night. Others have painted pictures of the housewife of the future bringing the facsimile rolls into the house with the morning milk, and receiving the newspaper electronically while she sips her coffee.

No one knows when—or if—these

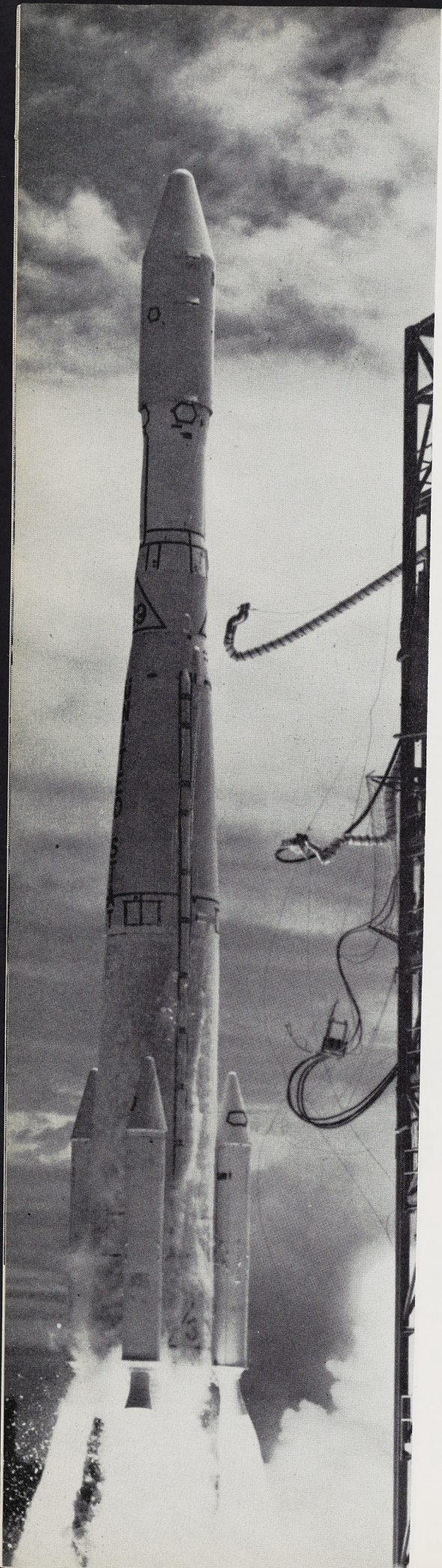
dreams will come true. The road from technological know-how to widespread practice is a long and costly one. Before any of the advances discussed here can be achieved, we need a regulatory climate favorable to full development of satellite communications. The economies anticipated in these developments must be made available to *all* users of satellite services without singling out any class of users for penalties or preferential treatment.

ANPA asked the Federal Communications Commission in December to permit newspapers, wire services and other news media to use satellites for transmission of news within the United States. We stated that if it were approved, a private domestic satellite system could be put into operation within two years.

Internationally, too, ANPA is seeking (through the International Press Telecommunications Committee, which we helped to form in 1965) adoption of regulatory policies that will facilitate efficient utilization of new technology by the press.

At the same time we are not leaving to chance our application of new technology. In 1961 ANPA appointed a Scientific Advisory Committee composed of three of the nation's leading scientists to help us determine in which directions our technical development should be steered. Recently ANPA and Massachusetts Institute of Technology undertook a joint advanced research project under which M.I.T. is screening new discoveries and referring to us those which seem to have potential application to newspaper publishing.

Thus, while the specific effects of satellites and other technological advances cannot be predicted with certainty, there is little doubt these advances will exert an important influence on newspapers in the years to come. These effects will be favorable to the newspaper and beneficial to the reader, who needs the newspaper as a source of vital information in a free society.



LEADERSHIP

Ford

...tiene una idea mejor



...has a better idea

Opportunity: In the next ten years, car and truck sales outside of the United States and Canada will grow at twice the rate of sales within these two countries. ☐ **Fact:** For the second year in a row, Ford Motor Company is number one in combined car and truck sales in this expanding international market. ☐ Today, Ford has plant operations in Europe, Asia, Australia, South America and Africa. So Ford never sees a sunset. Growth possibilities? Unlimited. Supplying foreign transportation is just one of Ford Motor Company's growing interests. Others: Medical research. Education. Microelectronics. ☐ Ford is where what's happening . . . happens.

/for international transportation

[illegible]

not three years, will cover all
not every facet of the corpora-

The Chicago area will utilize most imported steel in the form of large slabs from the contin-

**I. S. Steel to Buy
150 Million P**

A new 46-inch hot strip mill in the Chicago area will utilize the company's operation. In 1967, the report points out that a major facility program, one of the most important and far-reaching in the industry, is the present seven or eight hours for an open hearth furnace, to an hour or less.

line 30 new annealing furnaces

ers of the com- The report made
of sheet products new developments
substantially when the company's op-

When Construction is established, it is expected to equal in the competitive market and increase its participation in special-use taxes. The company is on the list for this item. "In profitable job-providers to about \$600 million."

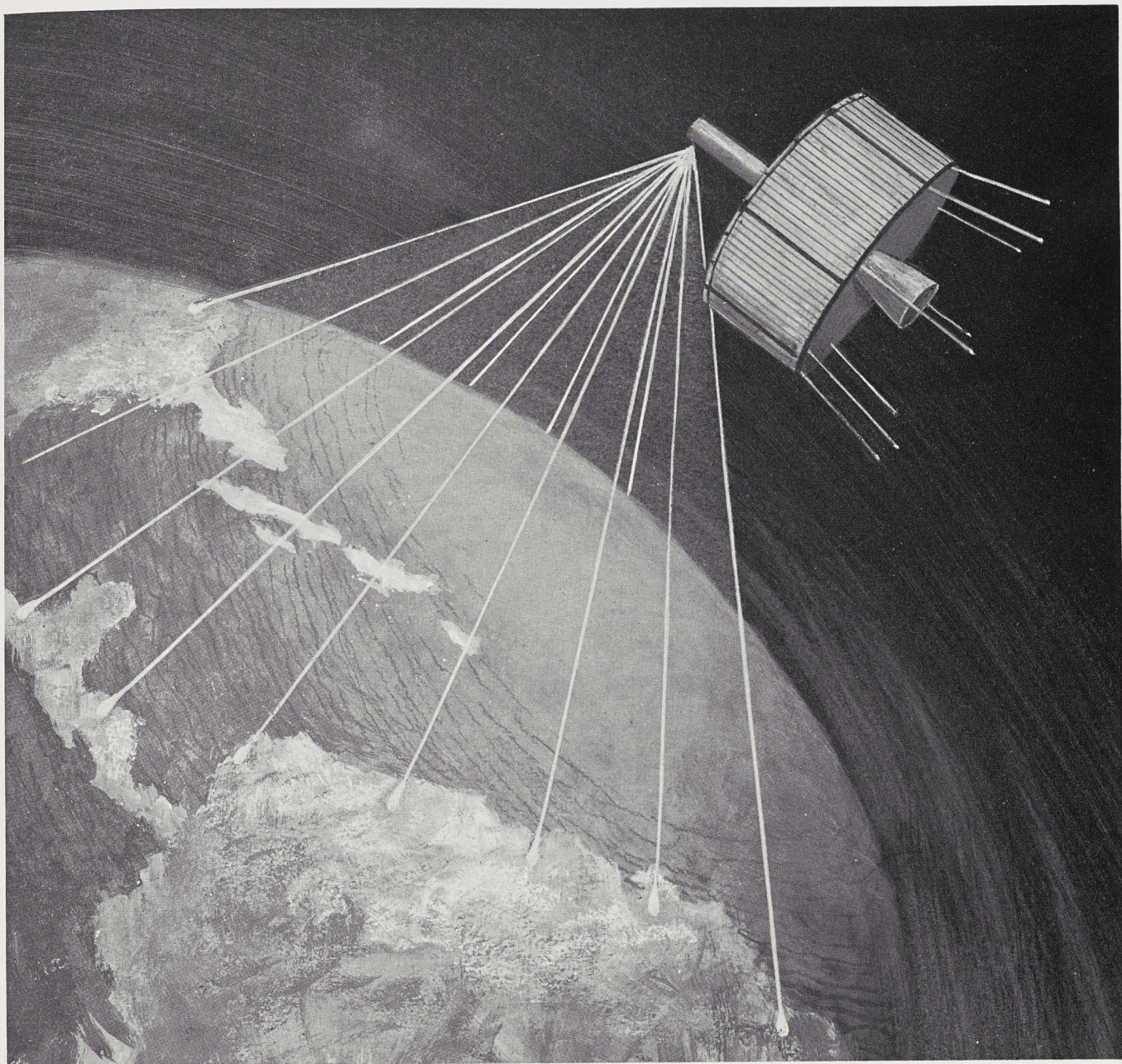
FILE

For California P.

to be \$150 million

One major advantage of painted sheets is that they enable manufacturers of finished products to eliminate the costly

Stories on steel are as close as your telephone. Just call U.S. Steel. We'll give you all the up-to-the-minute facts you need. Photos, too! So next time you're doing a story on steel, let us help you with it. Just contact the Press Relations Section of our New York Public Relations Office. Call or write Art McQuiddy, Art Wathey or George Hess at 71 Broadway, New York, N. Y. 10006, Tel. (212) 558-4444.



COMSAT COMMUNICATIONS SATELLITE CORPORATION
1900 L Street, Northwest, Washington, D.C. 20036

直捣黄龙
置哈歌有于不顾
——三沙不眠

佛山市二轻《燎原》战斗团



VIRGIL BERGER

Peking Correspondent
Reuters

How Red China gets the message

A close look at wall posters, favorite news medium of the leaders of China's cultural revolution

The leaders of China's cultural revolution are using wall posters, a traditional propaganda weapon, rather than newspapers, to inform the population.

The first poster of the campaign went up in Peking University last May. Since then they have multiplied and spread to every corner of the capital and to thousands of other cities, towns, and villages.

The first was a lengthy and direct blast at the President of Peking University done by seven students of philosophy. Since then the posters have reflected a profusion of themes.

The first worked with precision. Lu Ping was publicly humiliated and dismissed from his job. The tough girl student who led the seven, Nio Hyuan-tzu, has become the leader of the Peking University Cultural Revolution Organization.

But later posters have not proved to be a reliable guide to the fortunes of those whose names were splashed across them. Premier Chou En-lai and members of his cabinet continue to wield power, even though the posters have demanded that they be dismissed, bombarded, and even burned.

Foreign observers scan hundreds of thousands of posters on walls, doors, railings, trees, lampposts, shop windows, statues, vehicles, and even on the surface of roads. They try to assess their degree of authority from the posters' appearance, position, and signature—if there are signatures. Some form a direct channel of com-

munication from Mao Tse-tung and those around him to the Red Guards or Maoist mass organizations. Others give the views of minority groups or even of individuals.

The posters have bypassed official Communist Party newspapers in much the same way that the Maoist organizations have bypassed the established Communist Party apparatus. The newspapers report at length on the cultural revolution, but they are inhibited compared to the posters. They refrain from criticizing people by name, and have not mentioned the disgrace of members of the Party Central Committee.

The papers, for example, were silent on Head of State Liu Shao-chi and the ousted Peking mayor, Peng Chen. The posters depicted Liu and Peng wriggling impaled on a bayonet. They demanded that Liu be dismissed from his posts and suggested that Peng be executed. It is hardly surprising that most people seem much more interested in the posters than in newspaper articles.

Leaders of the revolution are using posters in a campaign of unprecedented intensity. One poster quickly is pasted over another. Layers of paper build up on shop windows so thickly that no daylight can get through. The shops burn electric lights on even the lightest of days.

The posters fall into five main categories:

Many are simple slogans. "Defend Mao Tse-tung's thought forever," or

"Crush Vice-premier Tao Chu, dismiss him from office." These are often penned in characters three feet tall and proclaim their message from walls in or near the vast central square of Peking, Tien An-men Square.

The second group is made up of leaflets, pamphlets, or announcements bearing the seals of the Party Central Committee or government departments. These contain directives that are not published, or may be published only days later, by the official newspapers.

Then come large, hand-written posters reporting speeches, articles or lectures by important leaders such as Premier Chou or Mao's wife, Chiang Chin. Some may report what went on at meetings of revolutionary leaders or Red Guard organizations. A series of these posters can easily run to 50 pages on one street. Frequently they will print news not covered by the newspapers.

The fourth group may be the most entertaining, and the hardest to appraise for their importance. They are single-sheet posters, usually hand-written, that either criticize revisionist or reactionary officials or report news of the campaign. They are sometimes flamboyant in color and range from the absurd to the briefly factual.

The last group of posters are cartoons. They are brightly colored, sometimes lurid. Some mock leaders who are under attack by showing

them cowering under a big rifle butt. Others have been caricatures of Liu, party secretary-general Teng Hsiao-ping, Peng Chan, and other leaders. They are shown as animals, serpents, or slaves of the Russians. Posters once showed Liu's wife as a prostitute wearing a miniskirt and a long, swinging necklace. These draw big crowds.

Sometimes posters will contradict each other, even on such a question as to whether or not purged officials have committed suicide. Some have been untrue. Posters which declared that 40 people had been killed and 500 wounded in Nan King were nothing more than vast exaggerations of a minor fist fight.

Many of the important posters go up at night. Red Guards go around with posters and big pots of glue. Sometimes they put up blank sheets and write slogans on them on the spot. More usually, they put up posters prepared elsewhere. Some are on

flimsy paper. Others, at least a few with the biggest slogans on them, survive winter snow and wind for many weeks.

Crowds turn out during the day to give the posters avid attention.

Foreigners find it easier to read them at night when the streets are empty. Japanese correspondents in Peking go out well after midnight, getting the news within minutes of the time the posters go up. They work in teams. One correspondent walks with a torch, shouting the message to a second man working in a car with a typewriter on his knees. A third does the driving.

The Red Guards may show their displeasure if they see foreigners copy down the messages. Bystanders, though, will sometimes help a foreigner to understand the message.

The Chinese have used posters through their history in major political and social campaigns. Usually, though, they have been few in number

and put up inside of buildings.

Mao opened the floodgates for the biggest wave of posters ever seen last June when he was quoted in the *People's Daily* as saying, "Posters written in big characters are an extremely useful new type of weapon." The editorial went on to call on the masses to express their views through posters and to use them to expose the "true face of sinister anti-party and anti-socialist gangs."

Mao is reported in some of his biographies to have written his first poster when he was a student a half century ago. In this campaign, some posters have quoted what is claimed to have been Mao's speeches—and others have carried criticism of him.

One slogan indicates how important the posters have become in China.

It says: "The Red Ocean is a big plot."

It means: Down with those who paint walls red to prevent people from putting posters on them.

Monsanto

800 N. Lindbergh Boulevard
St. Louis, Missouri 63166
(314) OXford 4-1000

PUBLIC RELATIONS

PUBLIC RELATIONS OFFICES
IN
ST. LOUIS • NEW YORK • MONTREAL
MELBOURNE • LONDON • BRUSSELS



**There's nothing uniform
about the people who
wear Delta uniforms,
except the uniformly fine
service they perform**

You'll find your Delta stewardess is a person with a personality of her own... and we wouldn't want it any other way! Sure, she learned the proper way in stewardess school to serve your meal. And how to care for your comfort in a hundred other ways. But no one can be taught to smile from the inside out... or to provide conscientious service with unconscious sincerity. These are the

unique and natural qualities your Delta stewardess brought with her from home and family. This sort of heartfelt hospitality can make a big difference in your travel pleasure. Jet Delta next trip and see the difference for yourself!



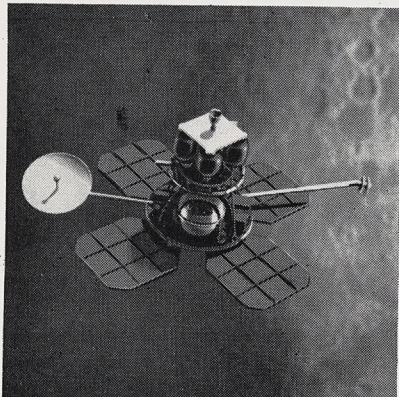
Best thing that ever happened to air travel



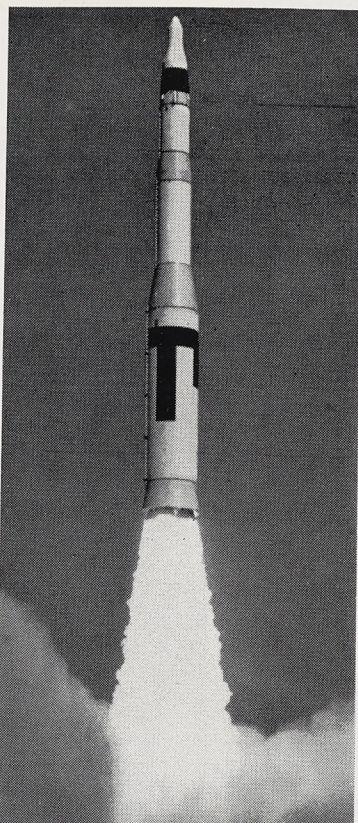
General Offices
Atlanta Airport
Atlanta, Ga. 30320



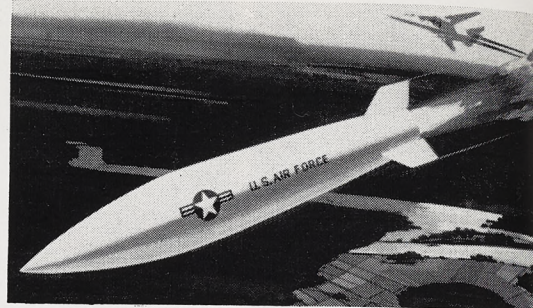
737, world's newest short-haul jet



NASA's Boeing-built Lunar Orbiter



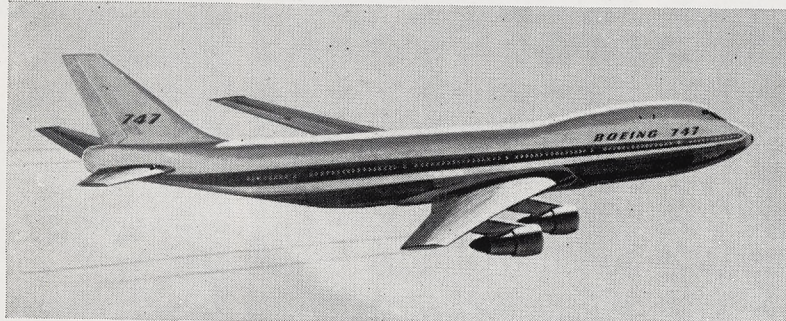
U.S. Air Force Minuteman ICBM



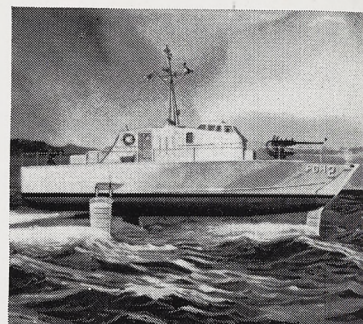
SRAM, Air Force short-range attack missile



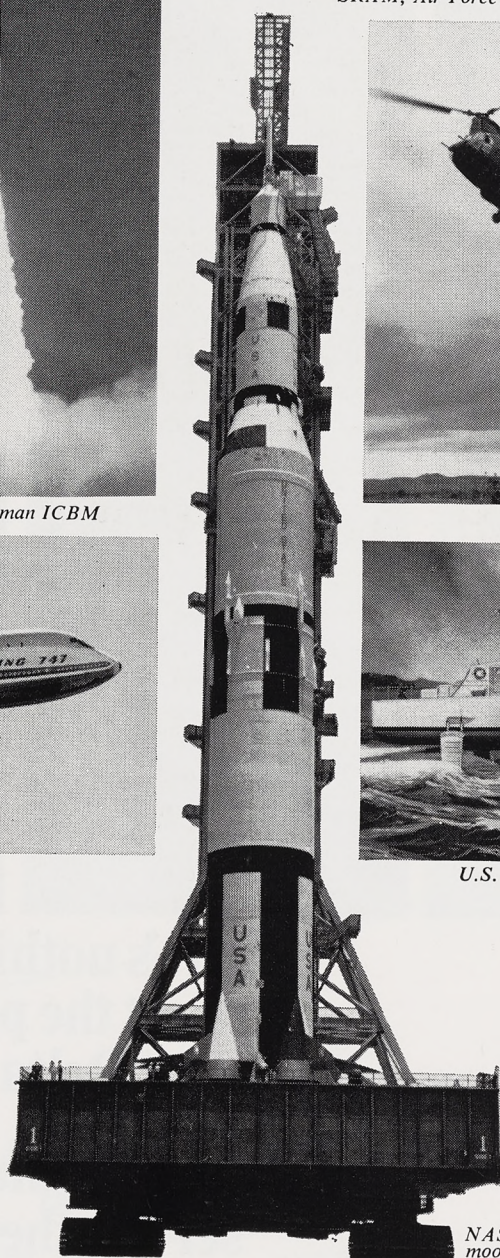
Boeing helicopter



747, world's largest commercial jet



U.S. Navy Hydrofoil Gunboat



NASA's Apollo/Saturn V moon rocket

Capability has many faces at Boeing.

737 is world's newest, most-advanced short-range jetliner. When it enters service next year, it will be the first airliner to bring big-jet comfort to short-haul routes.

NASA's Boeing-built Lunar Orbiter was the first U.S. spacecraft to orbit the moon and photograph back side of moon. Orbiters have photographed thousands of square miles of the lunar surface to help NASA scientists select best landing site for Apollo astronauts.

747 superjet, world's largest commercial jetliner, will carry up to 490 passengers, and

usher in new era of spaciousness and comfort in jet travel. Deliveries begin in 1969.

Minuteman is U.S. Air Force's quick-firing, solid-fuel ICBM. Boeing is weapon system integrator, responsible for assembly, test, launch control and ground support systems.

SRAM, a short-range attack missile with nuclear capability, is being designed and developed by Boeing for U.S. Air Force.

Twin turbine Boeing helicopters, built by Vertol Division, are deployed to Vietnam. They serve with U.S. Army, Navy, Marine Corps.

PGH (Patrol Gunboat-Hydrofoil), designed and being built by Boeing, will be first of its kind for U.S. Navy. Propulsion is by water-jet engine.

NASA's Apollo/Saturn V moon rocket, largest, most powerful in world, will launch first Americans to moon. Boeing builds first stage booster, also performs systems engineering and integration support for NASA on entire Saturn V system.

BOEING



Uganda's Premier Milton Obote (right) and friends: "Five kings, a kingaroo, and three dozen tribes to contend with."

Confusing business of covering Africa

Editors who are inclined to be impatient with correspondents in Black Africa must feel sometimes like the warship in Conrad's "Heart of Darkness"—standing offshore, trying to bring some sense and order to the continent by lobbing shells into the jungle.

The correspondents occasionally feel a bit frustrated. They grope their way through the jungle itself—fighting for visas, fast-talking their way through customs posts, hiring launches and runners to get their stories out, coping with maladies that range from bilharzia to floral imbalance in the intestines, sleeping in cars and jails, trying to find transportation around a continent in which the United States, Europe and India could all fit easily.

No one can easily and honestly bring sense and order into a place where these things do not exist, at least in a form that can be easily grasped and explained.

We in Black Africa like to think we have special problems.

Take, for example, Premier Obote's assault against the Baganda on Mengo Hill last year. We were

all looking for him to cut the telephone lines; it would have been done that way in any other country. But the Baganda even blocked the way to the airport, and then screamed at the press for not getting their story to the outside world in time for the United Nations to send an expeditionary force to their rescue.

What were the Baganda thinking? It is not really fair to expect reporters to know. Time is short and Uganda is only one of something like half a hundred countries south of the Sahara. Uganda itself has five kings, a kingaroo and three dozen tribes to contend with. Each is as different from the next as Arabs are from Swedes.

A reporter might learn more if he could linger, but he cannot. With the last spent round of ammunition, he must get on to the next trouble spot.

A lot of good stories go to waste because of the lack of manpower. And it is no good trying to recapture the bits and pieces to put together for another try, another day. As the Kikuyu say: Uri kuhitia na mbugi, ndurathaga na njoya: "If you have missed with the point of the arrow,

LAWRENCE P. FELLOWS

Correspondent
The New York Times

you do not hit with the feathers."

Newspapers are beginning to appreciate the problems, to want better coverage, and to provide the people they need to get it. *Time* has beefed up its Nairobi bureau. *Newsweek* has assigned a second man to the place. *The Los Angeles Times* is basing its Africa man in Africa now.

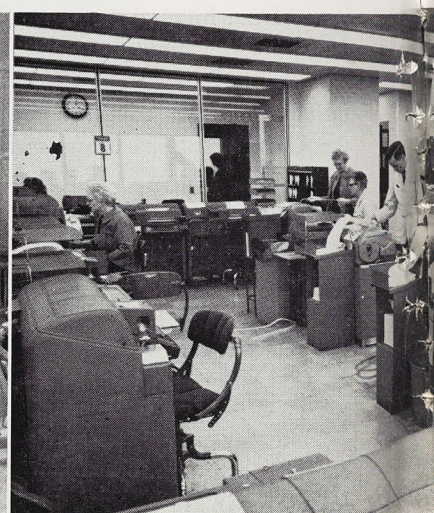
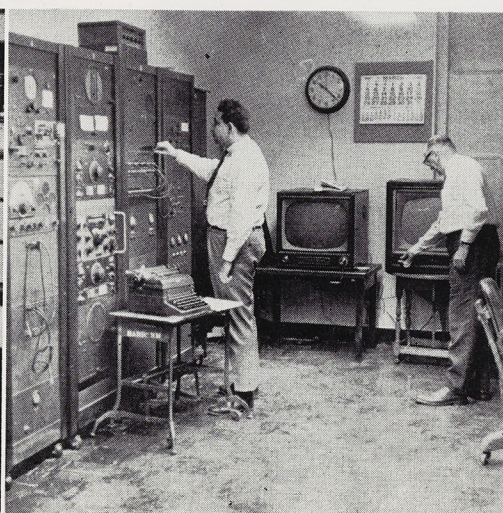
The more reporters the more interest will be aroused, and the more chance we have of breaking down some of the old notions about Africa.

Coups are important, but so are spear fights and marriage rites. Infant industries, impatient students, drought and famine, religion and the bedside manner of witchdoctors are all part of the picture.

The fact that more newspapers are coming to realize that they need coverage in Africa is also a good sign if Kikuyu sayings are to be believed, for there is another one that goes: Gakiibatha ni koi ni karithoitha: "He who spends his time adorning himself knows he is going to a dance."



How they get the story





Millions of words a day move from the action places of the world to news media in the U.S. Here's what newspapers, magazines, television and the wire services are doing to speed the flow

ELMER W. LOWER

President, News, Special Events and Public Affairs
American Broadcasting Company

American Broadcasting Co.

Cost of same-day coverage

We judged right: the Welsh schoolhouse disaster, the British speedboat crack-up, Premier Kosygin's greeting to cheering and jeering Londoners—all were superb stories. And a good thing, too; for those three pieces of newsfilm, totaling less than 10 minutes, traveled from Europe on a ticket as costly as the annual salary of many newsmen.

The stories bounced into West 66th Street by satellite, a process now as simple as placing three phone calls—at \$6,000 apiece. Many more of those "phone calls" lie ahead. Indeed, we at ABC plan to make selective same-day coverage a trademark of "Peter Jennings with the News."

This requires the field correspondent and the producer to update their sense of news, adding to "who, what, when, where" a space-age question: How fast does it need to travel?

How fast? The daily package of war news from Vietnam averages half a dozen film stories. If one of these is, say, a bold new terror raid, the correspondent knows that his producer is already sketching a four-or-five-minute spot into the Jennings show lineup. The film flies to Tokyo for instant developing and editing. A satellite waits to bridge the Pacific.

Other Vietnam footage, timely and perishable but less spectacular, flies a more routine route. In New York, producers and assignment editors huddle over the correspondent's ad-

visory cable: 150 feet of North Vietnamese air-raid scenes, competitive because all three networks have obtained prints, en route in a sack, on a jet due at 11 a.m. in Seattle.

With a 5:30 p.m. air time, competition dictates a decision: the film will be screened and edited on the West Coast and fed electronically from there. Other footage may be unloaded in San Francisco, Chicago, or Washington. Feature stories, independent of clock and competitor, reach New York for more leisurely processing.

More leisurely, and less expensive, too. A report from Vietnam, fed by satellite from Tokyo to New York, bears a \$4,000 price tag. The North Vietnamese air raid, fed by cable from Seattle, costs \$3,000.

These tools, I am confident, will become more accessible. And to meet their challenge, we place new demands on our men in the field. In the days before coaxial-cable switches, before satellite feeds, a producer in New York could personally evaluate every foot of exposed film—some 600 to 1,200 feet for an average story that may run three minutes, or 180 feet. We still look at everything that reaches New York, and at least 40 per cent of the stories never see air.

But when a story merits a feed by satellites or cable, that job of selection falls to the correspondent and

home



How they get the story home

to his field producer if he is lucky enough to have one.

What is more, a satellite must often be reserved in advance—before the film is developed, or on occasion before the news event occurs. Fast decisions in New York rest on hunches across the ocean. We in the home office, trained in another era to size up news, must settle now for sizing up newsmen. They are our proxies.

How well they perform is illustrated by Sid Darion, executive producer of "Peter Jennings with the News." He recalls that recent day when Premier Kosygin arrived in London. We scheduled a four-minute spot, but we had paid for the 10-minute period of satellite time.

So, the Jennings show's producer in Europe, William Seamans, tacked a bonus onto the transmission: a minute or so of emotional Russian diplomatic families, returning to Moscow after mistreatment in Peking. The Moscow spot, well handled by our correspondent George Watson, might not have merited a satellite feed by itself; but it made a memorable hitchhiker.

This kind of news judgment, entwined with a grasp of technology, grows more necessary by the day in television. Along with the Vietnam war, China's turbulence promises a spurt of dramatic Asian footage. The man who can ferret out unusual film—from tourists, foreign newsmen or scholars, for example—and who can judge a story soundly on the scene, will find a valued place in our organization.

If the war continues, I shall not be surprised to see the satellite feed from Tokyo become a daily feature. Like the London feed, it may demand a permanent staff of producers and film editors where we have made do in the past with local technicians hired on occasion. For in effect the bureau will become a network studio, sending news into people's homes.

I have been asked whether we can—in the near future—televise live reports direct from Vietnamese battlefields to American homes. Technically this is possible. The technology and equipment do exist. But, standing in the way are the far more important questions of policy and security.

An even more spectacular feat is technically possible. Earth station equipment exists which could transmit newsfilm of battlefield action direct to the United States within an hour after the action had taken place. The only things in the way of this advance are government policy and construction of enough video circuits. At this time, the greater part of the existing circuits are needed for military use.

And as we attain speed in transmission, we seek faster and more flexible tools in the field. Improved wireless microphones will extend the correspondent's reach—across a battlefield, for example—as far as the longest lens can see.

Further, there is nothing sacred about film. Videotape requires no developing or printing; you shoot the picture, rewind the reel and play it back. Today, a professional videotape recorder occupies as much space as a small sports car, but the engineers who shrank Grandma's radio console into a transistor will take care of that.

What the correspondent must take care of is judgment, thoroughness and imagination, for the new machines are the opposite of labor-saving devices. When wireless cameras flash their live images via satellite into the living room, each newsman will have become a one-man bureau. No producer will stand by to second-guess photography that fails to illuminate or commentary that fails to explain. One dares to predict that the immediacy and economics of "satellite news" will make a second-rate reporting a luxury too expensive to bear.

JOHN I. HENRY
Communications Director
The New York Times

New York Times Two million words a day

The whole operation is something of a daily technical *tour de force*—and a constant struggle against time and costs. Every day, from all over the world, more than two million words pour into the "wire room" of *The New York Times*. They flow through more than 50,000 miles of leased telegraph circuits, through high-speed data circuits and special telephone facilities. Not infrequently, they even arrive by messenger. They form the raw material for two major newspapers, *The New York Times* and *The New York Times International Edition*.

To keep down cable costs, most of the foreign news funnels in through the *Times'* two European relay centers, in London and Paris. It costs less to file a story from Beirut, for example, through London and then by leased cables to New York than it does to file directly from Beirut to New York. This arrangement also takes advantage of the low rates prevailing within the British Commonwealth and between France and its former colonies.

London, the primary center, is more than just a relay point. Before sending copy to New York, desk men check it for garbles, insert minor punctuation, and tighten it up a bit.

London and Paris are connected by two leased duplex channels, and



The wire room, business end of New York Times' far-flung news-gathering service.

information flows between them in an almost continuous two-way stream, with communications flowing to London for relay to New York, and to Paris for the news bureau and the International Edition. Keeping this "word-highway" free of bottlenecks takes planning, scheduling, and semi-automatic switching.

Speed and costs are just as important in transmitting domestic news.

The *Times'* Washington bureau alone files an average of 25,000 words a day to New York. Since government agencies work until 5 p.m., the Washington reporters must wait until the very last minute before they can start writing their stories. This means we need a very fast means of transmission.

The *Times* speeds its Washington copy to New York over a dial-up, broad-band data circuit at 150 characters/second — 1500 words/minute. These are not leased lines, but are available on demand. We are billed only for actual transmission time.

The Washington copy is punched into tape by five highly skilled Teletype operators, then sent out. In the New York wire room, it is printed out on a high-speed line printer that can handle alpha-numeric information at 300 characters/second, or 300 lines/minute. Unlike a data processing system, we can not afford to store the information. If we have ten words ready in Washington at any time, they go right out.

Our Chicago and San Francisco news bureaus also use punched tape

and Teletype to transmit their copy to Times Square. The reporters scattered throughout the rest of the U.S., and in Canada and Mexico, telephone their copy to a group of nine wire room recording operators, who transcribe an average file of 40,000-50,000 words. These are not ordinary clerk-typists. They are educated, know *Times* style, and can spot holes in a story while monitoring.

To receive a Presidential speech, for example, the wire room has direct, broadcast-quality lines to the radio networks and to the main radio and TV master control unit at ATT. It's a matter of pride in our wire room that within five minutes after the conclusion of a Presidential address, our transcribers can have a transcript on the national news editor's desk. The high quality of these radio and TV lines are important, because they are used to make recordings for broadcast over the *Times'* radio station. Telephone recordings from correspondents in the U.S. and abroad are also made for broadcast.

The copy arriving on the wire-room Teletypes is printed out on a carbon spirit reverse master sheet for immediate duplication. About 40 copies of every dispatch are run off for immediate distribution to the editors, and the master is filed for one month.

Getting the news to New York is only part of the battle, for our international edition in Paris must also be fed its daily ration. With Paris

working six hours closer to dawn than New York, our old enemy time is against us.

News is piped to the international edition through several pipelines. Files sent to London for relay from foreign correspondents are wired to Paris over the duplex circuit. And New York keeps a telegraph channel busy almost 14 hours a day sending copy to the "Inted," as we call it. Stories are either ordered by Paris from a schedule sent earlier, or selected by a New York editor. In the evening, all Washington files go to Paris automatically, through a switching system controlled by the New York wire room.

Inted's financial pages duplicate the New York edition's. This requires a high-speed communication channel between New York and Paris. No one had asked for such service before we did, and it took years of frustrating negotiations with the French post and telegraph authorities to get it. We were finally allowed to lease a channel, equivalent to 22 telegraph channels; we then had to have the terminal hardware made to our specifications. As a result, we now feed financial information to Paris at 1000 words/minute.

Paris is served by still another means—the regular service of the New York Times News Service, which of course duplicates much of the material sent by the other channels.

Our communications equipment keeps getting more sophisticated. Recently, for example, we installed Xerox Telecopier hardware to transmit graphic material from Washington to New York. After the inevitable debugging, the installation came into its own. We originally estimated that we would use it about 10 minutes a day. We find now that we keep it going almost one full hour each day.

Grappling with the demands of reporting the 1964 political conventions resulted in development of a

new communications device of potentially major importance. Realizing the cramped space the press would have to work in, we approached the Digित्रonics Corp. with a "blue sky" idea. We asked it to develop a typewriter with some rather special features: it should be portable, able to record on magnetic tape everything it typed as hard copy, and be self-powered. Moreover, we wanted it to be able to transmit the tape impulses at high speed over regular telephone lines, without requiring a permanent connection.

It sounded almost impossible, or at least like a concept that would take a few years of R&D to realize. But five months later the machine, already field tested and debugged, was on a plane with me, headed for the Republican National Convention in San Francisco.

The basic instrument was a small portable typewriter with a recording head that accepts small tape cartridges. As the reporter typed his story, he replaced the cartridge after every paragraph or full take. The recorded cartridges were slipped into a separate instrument that looks like a small tape recorder. The sender then placed an ordinary telephone call to New York, and placed the phone handpiece into a receptacle in the machine. With a touch of a button, the copy was whizzing to New York at 600 words/minute, and emerging on a high-speed printer.

True, the equipment was in two pieces, not one; and "portable" only in the very broad sense. But it was a start in the right direction. Eventually, such a device, transmitting via communications satellites, will be carried by newsmen throughout the world. Computers will edit the copy and send it on through an electrostatic printing process right into readers' homes. Newspapers, as we know them today, will be relics. Automation, at last, will have won the newsman's battle against time.

JOHN F. STRIKER
Communications Manager
Time, Inc.

Time Extending the direct reach

Bone-weary, mud-splattered and foul-smelling, a *Time* correspondent just back from several days in the field with a military unit sinks to his chair and typewriter in the Saigon news bureau and goes to work. It is Thursday evening—Friday morning in New York—and there's no time to get out of the camouflage pants and field boots and into a hot bath. His story is running this week and the editors in New York are waiting for it.

A page at a time, the correspondent hands his copy to the teletype operator who punches it out on tape, then feeds it into the teletype transmitter. Simultaneously, the copy appears in New York on a teleprinter in the *Time* wireroom. When the operator sends the final page the correspondent can make his way to that bath and a good night's sleep—serene in the knowledge that his story is safely delivered.

A year and a half ago, before *Time* had a direct teletype line between Saigon and New York, the correspondent had to worry about com-



Direct teletype line between Saigon and New York

munications. As an experienced hand he knew that he had to type his story in one-page takes, or the Vietnamese telegraph office wouldn't accept it for transmission. He had to make sure there was a carbon-copy for the Vietnamese security office. And although he used a variety of cablese, to offset the sense of guilt he felt with a 46-cent-per-word urgent press cable rate, he spelled out all punctuation because the Vietnamese would not transmit the symbols. Finally, he had to dig up a 15-piastre tip and a messenger to get his copy over to the telegraph office.

Having done all this, he had to accept the fact that his file was but one of many inundating the meager facilities of the PTT, that it often took more than 24 hours to arrive in New York, that when it did the takes would be out of sequence, much of it badly garbled, with some of it missing entirely.

But tonight he knows that the editors already have his story in the same clean, neatly paced form that he can see run off on the office tele-



and New York puts Time Inc. on the firing line.

printer. And night or day, seven days a week, the director teletype link with New York is available for checkpoints, corrections, or other emergencies.

The scene shifts to another part of the world: It's Thursday evening in Paris, a busy night for *Time's* European relay center. Five Telex machines are receiving calls from *Time* offices in Vienna, Jerusalem, Lagos, Beirut and Rome—or others throughout Europe, Africa and the Middle-East. While files are arriving in hard-copy and tape form on the Telex, the dataphone rings. It's London calling, on a direct-dialed telephone connection. They have a 3,000-word piece for relay to New York. The Paris wireroom operator switches the telephone to the data mode, turns on the power of his high-speed tape unit and in three minutes, the entire file is received and ready for retransmission. The London tape is spliced to the other tapes received on the Telex machines—plus any copy that Paris office may have originated itself—and a data-call is placed to the New

York office. Ten minutes later, some 12,000 words or more have been relayed home at a speed of 1,350 words per minute.

In New York, the punched tape from the high-speed unit (error-free, incidentally, as the machine has a built-in error detection and correction system) is fed, as it is being received, into a high-speed printer. Hard-copy is produced at a rate of 3,000 words-per-minute. Inside of 15 minutes, then, the messages are delivered to the *Time* News Service desk by gravity chute, where distribution is made to the editors and writers involved. If the 12,000 words on this one data-call had to be sent on a single standard Teletype line, four hours would have been required to receive it. Only a few years ago, before the advent of high-speed dataphone techniques, we had to be satisfied with slower service on this type of bulk file.

We have looked at two examples of the reliable and efficient communications system that are available today. *Time* makes use of them wherever it can. Every one of its bureaus throughout the U.S., Canada, Mexico and overseas has direct immediate Teletype access to headquarters in New York—either by means of private leased-line or the public Telex network. Many have both systems, as well as dataphone equipment, to insure that there will never be a backlog of copy due to a lack of facilities. Generally, it is the volume of traffic handled that determines the communications system. Our Washington office, for example, which originates 150,000 words every week of the one million weekly total on the *Time* communications network, requires a 100-per-minute private wire, a spare machine, a Telex machine and a 1,000-word-per-minute data terminal. But even a one-man bureau can justify a dataphone unit and a Telex machine. Our Denver office, for example, uses this rule of thumb: if the message is

short, use the Telex; if a couple of pages of more, use the data machine. Handling files in this manner is considerably less expensive—as well as faster and more reliable—than filing overhead via commercial Western Union facilities.

Obviously, however, many of our correspondents and stringers have no access to well-equipped offices and must rely on regular commercial service. The New York wireroom maintains tie-lines with all of the common carriers to help speed reception of overhead files. Unfortunately, in some parts of the world commercial services can be inefficient as well as expensive. Communications with Indonesia currently causes much frustration and delay, and some parts of Africa can be a communications nightmare for a correspondent. However, he has to make the best of whatever is available. Many a correspondent has learned to use public Telex booths or hotel Telex machines—often punching his own tapes. In some cases a Telex machine is part of the bedroom furniture in a *Time* stringer's home, and the wife dutifully punches tapes in an emergency.

Correspondents can, however, look forward to increased and improved communications facilities. The advances in the last few years alone have been significant, but the future promises quantum jumps in technology. By 1968, satellites providing 1,200 voice circuits each will be extending our direct reach to many more points in the world at a cost that even the most underdeveloped country can afford. It is quite probable that in the future a worldwide, direct-dial telephone system capable of handling voice, data, and pictures will enable a correspondent anywhere to get his story home by means of portable, high-speed equipment.

Get the message, correspondents? Some day you and your little data machine will never be out of immediate contact with the home office.

S C A Z P

S A Z O P

A Z O O P

S C O A Z

A C O O Z

S A O Z P

Can you spell "scoop" using an A and a Z?

Sure. McGraw-Hill has correspondents in 186 cities from Anchorage to Zurich—and that spells "scoop."

McGRAW-HILL
market-directed®
PUBLICATIONS 

Editorial enterprise builds advertising readership.

How they get the story home

EDWIN Q. WHITE

Newsman
Associated Press

Associated Press Straight line to Saigon

Time was, and not so long ago, when the frustrations of filing from Vietnam were enough to send the intrepid correspondent to the Saigon River to launch a message in a bottle.

Overheads were slow, sometimes taking days instead of the normal four or five hours to reach Tokyo. Depending on the whims of the particular government in power at the time, they also were subject to loss.

Radioteletype casts were erratic and limited. Telephone calls outside the country were difficult to complete and, when and if completed, often subject to the weird workings of atmospherics that made the human voice impossible to understand.

With escalation, something more had to be done to meet the expanding communications demands of the war.

For The Associated Press, Saigon, that something meant establishment in July 1965 of a direct circuit from the AP office on the Street of Flowers in the Vietnamese capital to the general office on Rockefeller Plaza in New York City.

Working with RCA and the Vietnamese PTT, AP took the first slow steps. Tokyo traffic supervisor Maasaki Iwasa set up temporary headquarters in Saigon and spent more than four

months going through the tortuous steps of getting the whole thing working.

Equipment had to be brought in by various means. Lines had to be installed. Problems that appeared impossible had to be solved.

The Pacific cable had been established from Manila to the U.S. mainland, but from Saigon to Manila it still meant a radioteletype circuit.

In addition to fitting together all the technical pieces, personnel had to be found, trained and taught the mysteries of wire service operation.

At that time, Saigon was going through electrical power failures of eight to ten or twelve, or more, hours a day, and a way had to be found to keep the communications system operating when the rest of the office was hot or dark or both. The solution was a series of automobile batteries, hooked in tandem, that were expected to supply enough sustained power to run machines.

Everything had been done that could be done under wartime conditions to prepare for the momentous beginning of direct communications. Switches were thrown and Mal Browne, then AP chief correspondent, sat down at the teletype machine and by direct keyboard dubiously tapped out the first message.

"New York," it said, "this is Saigon. Do you read us?" Seconds that seemed to contain 30 minutes each passed. Finally the incoming printer came to life and said:

"Saigon, this is New York. We read you repeat we read you."

Another era had begun.

On the first day the circuit operated there were three bulletin running stories, plus the normal crush of urgent Vietnam copy, moving directly from the Saigon office to the New York Foreign News Desk.

Of course, being Vietnam, things didn't work perfectly from the start and still don't. The radioteletype portion of the circuit to Manila is still

plagued by atmospherics. Land lines are chewed up frequently by the machines and traffic of construction and war in this crowded capital. And the military grabs up government technicians who can tune receivers and operate transmitters.

There is no precensorship of foreign correspondents' copy from Vietnam, but the direct circuit runs through the government radio and it is common knowledge that stories are read, sometimes with considerable interest.

The only known instance of direct government interference with the operation of the circuit occurred last fall during President Johnson's rather hurried visit to Vietnam. It was agreed by officials of the governments involved that communications from Saigon would be blacked out until the correspondents accompanying Johnson were back in Manila and had filed their stories.

It didn't quite work that way. As often happens in Vietnam, the word was slow getting to the operating level. The circuits were shut down for several hours, but the maneuver only succeeded in delaying reports of a disastrous fire aboard the aircraft carrier Oriskany. The word of the Johnson visit, disclosed by high-ranking Vietnamese government officials, got out before the plugs were pulled.

So, in some fashion, the hotline from Vietnam works. Most of the time when a teletype key falls in Saigon, it falls in New York.

The two-way circuit, has, however, certain disadvantages. It gives the home office the capability of hitting keys on the other end and the days when queries and requests took hours or days to reach Saigon are no more.

It's a little bit like having the long arm of the foreign desk reaching all the way, all the time, and, for better or worse, things on the Street of Flowers, Saigon, will never be quite the same.

Announcing TWA's 30th annual writing and picture competition.

Enter your coverage of commercial aviation and air travel now. Categories include: press association, newspaper, magazine and broadcast writing; color or black and white photography; newsreel and television film; television-radio production. Material published or broadcast between September 15, 1966 and September 15, 1967 is eligible. More than one entry may be submitted and must be postmarked by October 15, 1967.

For further details, please write to Gordon Gilmore, Vice President, Public Relations, Trans World Airlines, Inc., 605 Third Avenue, N.Y., N.Y. 10016.

Welcome
to the world of
Trans World Airlines*



*Service mark owned exclusively by Trans World Airlines, Inc.



	EUROPE			UNITED STATES			AFRICA-MIDEAST		
	London	Paris	Moscow	New York	Wash.	S.F.	Cairo	Beirut	Tel Aviv
EUROPE									
London	—	.03	.09	.03	.04	.04	.06	.07	.05
Paris	.04	—	.09	.07	.08	.11	.10	.11	.11
Moscow	0.9	.09	—	.06	.06	.06	.11	.11	.09
UNITED STATES									
New York	.05	.07	.06	—	.03	.05	.09	.09	.09
Washington	.06	.08	.07	.03	—	.05	.09	.09	.09
San Francisco	.06	.11	.07	.05	.03	—	.09	.09	.09
AFRICA-MIDEAST									
Cairo	.06	.06	X	.08	.09	.09	—	.03	X
Beirut	.08	.08	.08	.17	.17	.17	.03	—	X
Tel Aviv	.05	.07	.09	.08	.08	.08	X	X	—
Ankara	.08	.07	.08	.15	.17	.17	X	.05	.11
Johannesburg	.06	.06	.10	.08	.08	.08	.10	.13	.08
Kinshasha*	.15	.19	.24	.10	.17	.17	.28	.29	.60
ASIA-AUSTRALIA									
Tokyo	.13	.22	.10	.09	.09	.09	.21	.33	.21
Saigon	.24	.15	.29	.19	.19	.19	X	.24	.31
New Delhi	.01	.04	.04	.05	.05	.05	.04	.03	.03
Hong Kong	.01	.20	.24	.07	.07	.07	.16	.24	.07
Melbourne	.01	.09	.09	.06	.06	.06	.14	.11	.05
SOUTH AMERICA									
Buenos Aires	.13	.13	.25	.05	.06	.10	.32	.36	.33
Rio de Janeiro	.17	.21	.10	.07	.08	.12	.35	.41	.39
Caracas	.20	.22	.27	.06	.06	.06	.28	.27	.28
Santiago	.15	.23	.30	.07	.10	.15	.39	.30	.46

* Leopoldville. X=No service. Figures in U.S. dollars per word.

.01 to .06

.06 to .10

What it costs to move news

Few foreign editors are completely familiar with the cost of transmitting news copy around the world. As a result, cable bills sometimes go out of sight, causing management to issue a "hold-down" order that indiscriminately curtails the flow of foreign news.

Even the biggest news organizations, which ordinarily go to great lengths to get a full story, will at times get this word from business management. Sometimes the editors can pre-

vail. But more often the cable desk must hold down at such times, which means that good stories, ones that should be reported at length, must be cut in the interest of economy.

The adjoining table can help foreign editors to head off this situation. As the table shows, news transmission costs vary greatly between various points in the world. Gradations of color, from light to dark, show the transmission costs as follows:

IC/DEAST

ASIA-AUSTRALIA

SOUTH AMERICA

	Johann. Kinshasha*		Tokyo	Saigon	New Delhi	Hong Kong	Melb.		B. Aires	Rio	Caracas	Santiago
.05/09	.05	.10	.15	.15	.01	.01	.01		.13	.13	.16	.13
.11/27	.13	.09	.21	.15	.15	.21	.21		.14	.18	.22	.21
.09/39	.10	.27	.10	×	.10	.24	.25		.20	.20	.37	.25
.09/07	.07	.09	.09	.09	.07	.07	.07		.05	.08	.08	.08
.09/23	.07	.09	.09	.09	.07	.07	.07		.06	.09	.09	.09
.09/39	.07	.09	.09	.09	.07	.07	.06		.05	.09	.09	.09
×	×	.18	.21	.19	.08	.10	.19		.22	×	.21	.22
×	×	.20	.23	.17	.16	.24	.21		.25	.22	.26	.25
—	.07	×	.19	.22	.07	.07	.07		.30	.30	.23	.30
.11 —	.11	.11	.21	.27	.16	.21	.25		.27	.25	.33	.22
.08/06	—	.05	.18	.18	.08	.12	.08		.15	.15	.15	.15
.00/22	.18	—	.42	.41	.32	.47	.35		.41	.37	.44	.41
.11/5	.17	.10	—	.10	.04	.11	.40		.39	.29	.51	.35
.11/7	.33	.40	.12	—	.18	.12	.29		.33	.36	.37	.36
.3/4	.04	.04	.04	.04	—	.01	.01		.05	.05	.05	.05
.7/10	.07	×	.11	.12	.01	—	.01		.13	.13	.13	.13
.5/09	.01	.14	.13	.11	.01	.01	—		.14	.14	.14	.14
.3/25	.38	.45	.38	.28	.36	.20	.34		—	.08	.11	.07
.7/28	.41	.46	.36	.45	.46	.26	.43		.15	—	.15	.15
.1/26	.31	.36	.38	.46	.31	.26	.29		.08	.07	—	.08
.3/30	.47	.49	.40	.52	.49	.41	.41		.08	.16	.16	—

06/10 over .10

... Rates are subject to change without notice.

Gray \$0.01 to \$0.06/word
Fair prices—send all the news you want.

Pink \$0.06 to \$0.10/word
Substantial cost—don't overfile.

Red More than \$0.10/word
Expensive—write tightly.

If the foreign editor has a budget for cables, he should divide it into twelve monthly figures and use the table as a guide to how much news he should order from various parts of the world. This would result in

an even flow of news throughout the year.

The table also can be a guide to the press for bringing pressure on governments to trim their cable rates. Press rates are set by the International Telegraphic Union in Geneva. Representatives of each government meet there annually to set these rates. Pressure on officials of countries in the dark gradation eventually could bring all press rates down to sensible levels.

Countries spend millions for public relations, and most observers think it is ridiculous for countries to let their local telegraph agencies inhibit the flow of news in exchange for a little extra income.

Unfortunately, competition is rarely a factor, since all carriers must charge government-fixed rates. Even the advent of satellites, with their vastly lowered costs, won't help unless the governments concerned acknowledge these lowered costs.

The worldly one.



***To Europe. To the Pacific. To Latin America.
To all 6 continents.*** No other airline makes getting to quite so many places quite so easy. People who travel a lot know this. And so, as you'd expect, you find them travelling with us. But there's something else Pan Am® travellers know, too: the good feeling that's yours when you choose the very best there is. Your Pan Am Travel Agent is the man to see. Or call us.

World's most experienced airline

First on the Atlantic First on the Pacific First in Latin America First 'Round the World



The key to understanding the news in a complex world remains the reporter on the scene. Shown: Congo press conference.

The challenge of space-age coverage

What really counts is what fills the space between the newsman's ears

All right then, let's discuss news coverage in the space age.

That age is here, or at least close by, and not to be avoided even by those of us who still remember cables and the days when the Morse code and the telegraph key represented the fastest and most efficient way to get news back to the home office.

Such old hands may feel both awe and resentment that armchair strategists, perched comfortably at home in front of their TV sets, are eyewitnesses to the Vietnam war.

There also may be a tinge of discomfort because a computer can spell or hyphenate better than we can.

But, really, all that is beside the point.

More to the point in the space age is what fills the space between the ears of the newsman and how he uses it to confront both the opportunity and the challenge of a technological age.

It is the developing gap between the scientist and the nonscientist.

It is the need to understand mounting world problems, including how to feed ourselves in a world of shrinking ratios between available land and

a population explosion.

How to preserve personal freedoms against the increasing part that government plays in our lives. How despite nuclear weapons, to live in a world of opposing ideologies and cultures.

Among those who call journalism a profession (I am one of them) there is felt imperative need to attract young people equipped with talent to bridge the space between the scientist and the nonscientist.

Because the development of radio news—with rare exceptions—led to the death of the newspaper extra, the development of television news aroused apprehension as to the future of both radio and newspapers.

That the fears were groundless is demonstrated today by the economic health of all three media.

In the news field, television is at its best in coverage of the spot event. It also can and does present magnificent documentaries.

Proof that neither television nor radio can compete with the newspapers in the permanency of the printed word can be found in the growth of newspaper circulation.

PHILIP NEWSOM

Foreign News Analyst
United Press International

At the same time, newspapers are changing to meet new and more sophisticated tastes of their readers.

Classic examples of newspapers, radio and television in action can be drawn from events accompanying and subsequent to the assassination of President John F. Kennedy in 1963.

First news of the shots fired in Dallas reached the outside world when UPI White House Correspondent Merriman Smith, riding in the presidential motorcade, seized a radio telephone, called the UPI in Dallas.

That was the last time this correspondent remembers seeing anything like a newspaper "extra," the letters emblazoned in huge type across front pages. Even these were not true "extras." As quickly as they could, newspapers advanced edition times.

For days thereafter, radio and television devoted full time to the Kennedy story. Newspaper circulations skyrocketed. On all sides it was reporting at its best.

The morning after the assassina-

tion, Smitty's story began:

"Washington, Nov. 23—(UPI)—It was a balmy sunny noon as we motored through downtown Dallas behind President Kennedy . . ."

That story, plus Smitty's coverage of the day before, was good enough to win, among others, the Pulitzer prize.

The important thing, though, was that the "how" and the "why" had become more important than the "what," "who," and "where."

Then Jack Ruby shot Lee Oswald before the startled eyes of millions and television demonstrated it had no peer in spot news coverage when it could be on the scene.

Again newspaper circulation soared as readers sought to verify what they had seen with their own eyes, to review and to ask "how" and "why."

That reaction was typical. These days by the time morning newspapers are out, the interested reader knows the score of yesterday's football game.

What he wants to know now is how the quarterback felt from the moment his injured knee was being taped in the clubhouse before the game to the moment he became the man of the hour with a last-second touchdown. He also wants to know about the strategy. Again the "how" and the "why." It is a technique being applied with increasing frequency by UPI and sports editors seem to like it.

Even in spot news stories, the cumbersome and crowded inverted pyramid is being abandoned in favor of simplicity and is unlikely to be missed.

In an address at Ohio State University not long ago, UPI Editor Roger Tatarian told graduating students that today's man, gazing back from outer space, is the first really to see his world as a whole.

Mankind no longer talks of the seven seas or the four corners of the earth. Suddenly the world is smaller

and as it shrinks there comes a greater realization of man's dependence on man.

This leads to an age of specialists: Al Rossiter, Jr., UPI's chief correspondent at the Houston space center; Charles Smith, untangling and interpreting from his window in Hong Kong the events transpiring in Red China; and Louis Cassels in Washington, whose column on religion explains and brings closer the cultures and religions of others.

A far-seeing professor of mine at the University of Iowa once told me that every newsman should have at least one science about which he could write intelligently.

He therefore forced me into an extra year of physics.

I emerged no expert but at least now I know what he meant.

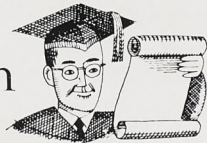
Knowledge is what we must have if we are to accept new responsibilities and avoid creating our own "credibility gap."

A Million Words a Day

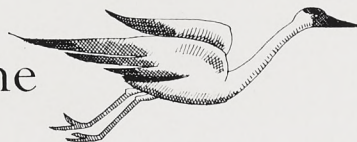
Every day a million words of news flow into the Central News Room at Radio Free Europe headquarters in Munich, Germany. This raw information—from both free world and Communist sources—is carefully checked, analyzed and edited. Then it becomes a part of RFE's dawn-to-midnight broadcasts, bringing a free press to Communist-ruled Czechoslovakia, Hungary, Poland, Bulgaria and Rumania. Hundreds of newsmen and writers visit RFE every year, making use of its unequalled information and research facilities on Eastern European affairs. If you are in Europe and would like to visit RFE, contact the Public Relations Department at One English Garden, Munich, Germany. In the United States, call the Public Affairs Division, Free Europe, Inc., Two Park Avenue, New York 10016.



Among other things, IBM computers are helping
scholars to find what the poet Shelley
learned from the works of Milton



—helping scientists to track the erratic flight
paths of the whooping crane



—helping

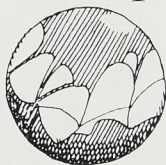
historians to deduce precise shades of meaning in
the Dead Sea Scrolls



—helping astronomers

get close-up pictures of the eerie face of

Mars



—and helping a physicist in his efforts

to detect secret chambers that may have been

lying hidden for centuries, deep within the

Great Pyramid of ancient Egypt's King



Cheops.

*When people are seeking information, it's amazing
how often IBM computers can help.*

IBM
®

The mark of excellence means as much to these drivers as it does to you.

When you consistently produce products to mark of excellence standards, word gets out. That's why we're building (1) the free world's newest tank, (2) locomotives, (3) the engines that helped set 23 world helicopter records, (4) earthmovers, (5) the system that will guide the first Americans to the

moon, (6) the power for some of the newest airplanes, (7) many of your buses and (8) trucks, and (9) engines for some of the newest boats. In fact, you're likely to find our mark of excellence almost anywhere there's a need for a little better product for the money. Your next car, for instance.



Look to the General Motors mark of excellence

Chevrolet • Pontiac • Oldsmobile • Buick • Cadillac • GMC Truck & Coach • Fisher Body • Frigidaire • AC • Allison • Detroit Diesel • Electro-Motive • Euclid • United Delco



YOUR FINANCIAL EYES AND EARS

Close to a deadline
with a Wall Street dateline?
Call Henry Gellermann,
our Vice President of PR.
He'll quickly arrange for
the remote or quote you need.



BACHE & Co.

Incorporated

Members: All Leading Exchanges • Founded 1879
36 Wall Street, New York, N. Y. 10005
Telephone: 797-3600 • TWX 710-581-5890
Cable: BACHECO

DONALD K. de NEUF

President
Press Wireless, Inc.

Prewi pushes ahead

Back during World War I, U.S. newspapers awaiting news from Europe had to put up with transmission delays of up to 30 hours. Today, entire dispatches are flashed in minutes, and U. S. TV audiences can watch events abroad as they happen.

Press Wireless Inc., or Prewi, has played an important role in these

advances. Headquartered in New York, Prewi provides transmitting and receiving facilities for newspapers, press associations, magazines, broadcasting stations and other media. It spans 65 countries, handles all forms of Teleprinter, telegraph, voice, program Telephoto and facsimile transmission.

Prewi's nerve centers are its own radio stations and offices in the U.S. and abroad—Washington, Paris, Bonn, Geneva, Prague, Rio de Janeiro, Sao Paulo, Buenos Aires, Montevideo and Manila. Although news accounts for the bulk of its daily traffic, Prewi also transmits overseas voice broadcasts for the U.S. Information Service.

Now in its 38th year, Prewi was acquired by ITT World Communications (an ITT subsidiary) in 1965, but continues to operate as a separate entity. It grew out of newspapers' dissatisfaction with transatlantic cable service and the continuing restric-

tions on European news coverage after World War I.

Papers had been using commercial radio companies to transmit their news from Europe, but by 1927 it was obvious that short-wave signals would be more dependable. The Federal Radio Commission (predecessor of the FCC) allotted a group of short-wave channels for exclusive press use. When the applicants failed to agree on their distribution, the government agency ordered the establishment of a single common carrier. The result was Press Wireless Inc., formed in 1929, under the aegis of several newspapers.

Gradually, Prewi widened its services and introduced a number of communications firsts. Among them: the multiple address system, which permits transmission of one dispatch simultaneously to several cities; the development of Radiophoto and facsimile techniques; the opening of the first Radiophoto circuits to France,

Compliments of No. 1



We rent Fords and other good cars.

Berne, as well as Chungking.

Prewi can claim a number of exclusives. It transmitted the first Radiophotos of the Antarctic during the 1940 Byrd expedition, and has operated the only non-military radio-telegraph and radiophoto circuits between Antarctica and the U.S. on each succeeding expedition. For days during the Allied invasion of Europe, Prewi was the only pipeline for news from the Normandy beachhead.

In 1939, when space exploration was still largely in the realm of science fiction, Prewi, in cooperation with the Mutual Broadcasting System, made what is believed to be the first attempt to bounce a signal off Mars. It was not successful.

Following World War II, Prewi foresaw the vast potential of satellite communication and explored its press use. In 1957, Prewi caught the first "beeps" of the Russian Sputnik as it sped over the West Coast, and a year later provided U.S. media with

their first sound of the "Explorer" satellite. And Prewi helped make news again in 1958 when it picked up from London the first continuous television pictures ever to be transmitted across the Atlantic.

To keep pace with demands of the space age, Press Wireless is forging new communication links. Recently, for example, Prewi transmitted photos from Washington to Tokyo in a dramatic demonstration of the communication satellite's vast potential as an international news courier.

It is in the satellite communication field that the most dramatic advances in world communications are expected. By 1970-71, 25 or 30 nations will be linked by a global broadband network, whose inherent ability to communicate with moving objects will add a new dimension to existing facilities. Within the next decade, possibly sooner, television programs and newscasts will commonly be received aboard aircraft and ships at

sea, and passengers will be able to telephone their homes and offices with push button ease.

New transmission developments will enable editors to check copy and layout with their overseas associates in a fraction of the time they now need. And as satellite communications becomes more economical, it is possible that entire magazines and newspapers will be set electronically over vast distances, with worldwide editions appearing simultaneously in faraway cities.

"Blue sky"? Hardly. Most of the necessary techniques already exist. Others, in the laboratory stage, are well on their way. Among them: laser beams and optical waveguides having simultaneous capacity of 200 television channels or more than 200,000 telephone channels.

They will join the expanding network of satellites and cables to yield thousands of additional channels for news transmission.

Need an answer? Give us a BUZZ Z Z



SUN OIL COMPANY



SUN OIL COMPANY PUBLIC RELATIONS
1608 WALNUT STREET, PHILADELPHIA, PA. 19103

Telephone: KI 6-1600

William W. Weston.....	Director Ext. 521
Philip D. Croll.....	Assistant to Director Ext. 2839
Ray L. Enderle.....	Manager, Press Relations Ext. 712 Home: 609-428-1402
Richard A. Bishop.....	PR Representative, Manufacturing (Refining) Ext. 2932 Home: 609-829-6216
John Sidney Smith.....	PR Representative, Production (Drilling) Ext. 704 Home: 215 NI 4-4616
Eric L. Blum.....	PR Representative, Marketing (Products) Ext. 2952 Home: 215 ME 5-1488
Irving Geller.....	Industrial Products Representative Ext. 2514 Home: 215 CH 7-4005

....We may
not know,
but we
probably know
who does

We want everyone to fly.

Some 67 million Americans have flown. Many, hundreds of times.

Some 128 million Americans have never flown at all.

Our goal is simple. To make flying more attractive, more convenient, more enjoyable for everyone.

We're doing it in many different ways.

We made dining a pleasure.

We introduced Famous Restaurant service on First Class flights, where the food is prepared by restaurants such as The Pump Room in Chicago, and Voisin in New York.

And we offer such variety in Coach, chances are you could fly with us once a month for a year without having the same menu twice.

We made waiting obsolete.

By answering our phones within 20 seconds.

By installing a computerized reservation system that takes only four-fifths of a second to confirm seat availability.

And by trying to get luggage to the pick-up area at the same time the passenger gets there.

We made schedules make sense.

We invented the Air Shuttle so businessmen could commute without reservations between New York and Washington, or New York and Boston.

We schedule flights that go out and back in one business day. Others that reach the destination early enough for a good night's sleep and a fresh morning start.



We made money no object.

We did it with Charge-A-Trip. It lets you charge everything (fare, hotels, meals, rental cars and such), and pay it back over 2 years.

And we helped bring air fares down to earth.

We want everyone to fly.

We want more people to experience the beauty, the serenity, the convenience of flight.

Of course, we can't expect everyone to fly with us. But on this very day, we will carry more than 40,000 passengers.

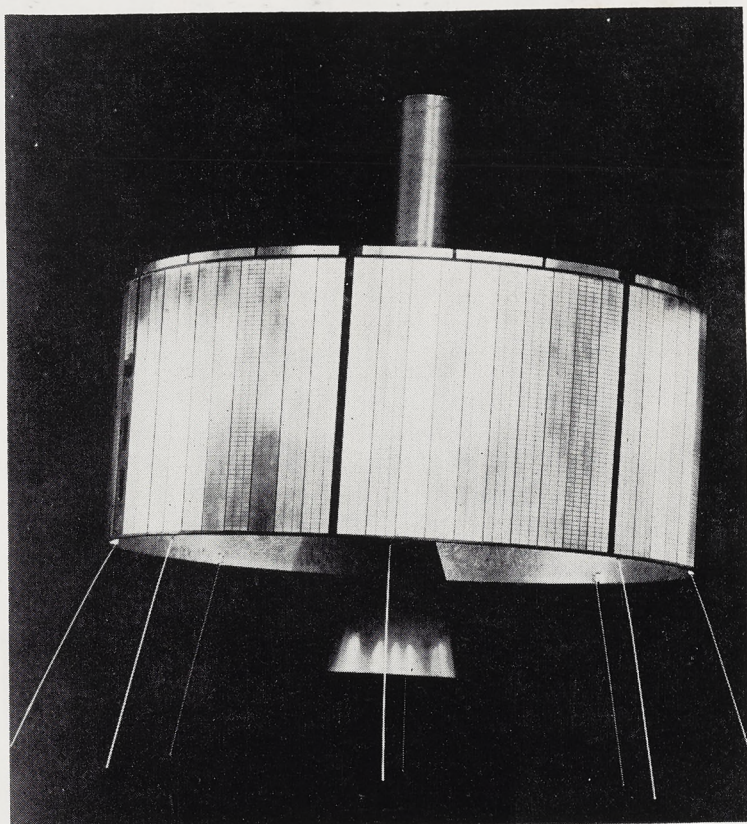
And by doing what we're doing, we feel we'll continue to get our fair share.



EASTERN

Comsat and the emerging global system

New and more powerful satellites will speed news reporting



Satellites of Intelsat II series now span Atlantic and Pacific.

Three synchronous satellites are now in equatorial orbit — two over the Atlantic Ocean and another over the Pacific. These satellites have ushered in the era of commercial satellite communications. Among other things, they are opening new pathways to news coverage, and they are accelerating the transmission of news for all media.

Early Bird, the world's first commercial communications satellite, links North America and Europe by means of 240 high-quality voice channels, or one color TV channel. The new and more powerful Atlantic II satellite expands communications between North America and Europe, and it also includes Latin America and Africa. A sister Pacific satellite connects North America with Asia and Oceania. Thus, any country in these areas with an earth station has a window to the world. It has direct access to any other country that also has an earth station within the satellite's line of sight.

The launching of a new and still

more powerful series of satellites, beginning in 1968, will speed news reporting between countries of the world that have earth stations.

The satellites in the emerging global system are jointly owned by designated entities in the 56 nations that comprise the International Telecommunications Satellite Consortium (Intelsat). Communications Satellite Corporation (Comsat) represents the United States in the consortium, and acts as manager for Intelsat in the design, development, operation and maintenance of the space segment.

Earth stations are built and operated in the countries where they are located. Comsat owns 50 percent of three existing and three planned earth stations in the United States in conjunction with the international communications common carrier companies. Comsat operates and manages all the stations.

There are now 12 earth stations in nine countries. Stations in Thailand and the Philippines will be completed early this spring. It is expect-

ed that more than 40 such stations will be in operation around the world by the end of 1969.

Satellites hold three distinct communications advantages:

High capacity, low cost—Satellites now being developed will have about 100 times the utility of Early Bird at only a slightly higher development and launching cost.

Versatility—Satellites are capable of transmitting all forms of communication simultaneously; that includes telephone, telegraph, television, radio, data and facsimile.

Flexibility—Within their capacity, satellites are capable of relaying communications simultaneously between all earth stations within their line of sight.

Thus, communications satellites are telescoping time and distance. News pictures, ideographs, facsimiles, maps, press messages, telephone calls—all flow easily between many points at the speed of light. This new technology must have a profound effect on world news patterns.

**Over 13,000,000
Americans are
building for the
future with
Living Insurance
from Equitable.**

Shouldn't you, too?



The **EQUITABLE** Life Assurance Society of the United States

Home Office: 1285 Avenue of the Americas, New York, N. Y. 10019

© Equitable 1966

JAMES M. HALBE

Assistant Foreign Editor
Business Week Magazine

Formerly (1959-'63) with *Stars and Stripes*

Stars and Stripes



Congress wants to know if this GI's news is being 'managed' by the Army.

struggles to stay free

This year, the 25th for *Stars and Stripes* in Europe, may well be one of the most memorable years in its history. It marks the rediscovery by the *Stars and Stripes* staff of an effective recourse from arbitrary censorship that the newspaper has not enjoyed since World War II, when General Eisenhower was both the supreme Allied commander and the supreme *Stars and Stripes* advocate.

That recourse is the Moss Committee, the House subcommittee on government information, of which Rep. John Moss (D-Calif.) is chairman. Because of protests to this committee:

- The Defense Department's scheme to create a Pentagon-controlled monopoly on the flow of all news to GIs overseas has been blocked.

- The Defense Department's secret ban on the publication in *Stars and Stripes* of an Associated Press article on the Joint Chiefs of Staff has been exposed.

- The Army's attempt to censor the news of the arrest in California of U.S. Ambassador to Germany George McGhee's son has backfired badly, creating a flurry of publicity

that the original news item would never have received.

- A list of more than 50 examples of Army and Air Force attempts to manage the news in *Stars and Stripes* during the last six years has been placed in the Congressional Record by Rep. Donald Rumsfeld (R-Ill.), a member of the Moss Committee.

The only tragedy in the *Stars and Stripes* affair has been wrought by the Defense Department. It not only tolerated the summary dismissal of Colonel George E. Moranda from his post as chief information officer of the Army in Europe, but it publicly denounced him as "unsuitable" for the job. Colonel Moranda's offense: trying to protect the Army from certain embarrassment by counselling against censoring the McGhee story out of *Stars and Stripes*, then, having lost the battle, immediately complying with an order to do so.

Obviously something has gone wrong somewhere. Certainly neither the Army nor the Defense Department expected this kind of trouble. What happened?

The simplest explanation is that the role Eisenhower played in pro-

tecting the integrity of *Stars and Stripes* has gone unfilled for 22 years. Eisenhower understood the natural tendency of the military to ordain righteousness by fiat, and the danger it posed for both the credibility and the integrity of *Stars and Stripes*. He simply forbade any military meddling with the paper.

When *Stars and Stripes* was recreated in London on April 18, 1942, General George C. Marshall, the Army chief of staff, issued a statement noting that its World War I predecessor had been a major factor in sustaining the morale of the American Expeditionary Forces.

"We have Pershing's authority for the statement that no official control ever was exercised over the matter which went into the *Stars and Stripes*," wrote Marshall in the first issue in World War II. "It always was entirely for and by the soldier. This policy is to govern the conduct of the new publication."

Eisenhower made Marshall's order stick. So did the staff. Bob Moora, managing editor of the wartime London edition (and now an executive with RCA in Camden, N.J.), remem-

bers that "the staff had to fight to withstand the pressures of well-meaning but ill-advised officers to use the paper for propaganda purposes, for personal publicity, or as a headquarters directive."

The staff's standard brushoff to would-be abusers of *Stars and Stripes* was to refer them to Eisenhower for "authorization" to publish their pet news item. The staff also maintained a private "out-of-channels" pipeline to Ike—a Syracuse bookie named Bill, who was a back-slapping pal of Captain Harry Butcher, Eisenhower's naval aide.

When Lieutenant General George Patton made his now-famous threat to ban *Stars and Stripes* from the Third Army because of a Bill Mauldin cartoon he didn't like, Bill the Bookie called Harry. Eisenhower immediately wrote a letter to his deputy, stating, "A great deal of pressure has been brought upon me in the past to abolish such things as

Mauldin's cartoons, the B-Bag, etc. You will make sure that the responsible officer knows he is not to interfere in matters of this kind. If he believes a specific violation of good sense or good judgment has occurred, he may bring it to my personal attention."

General Mark Clark provided the same kind of protection for *Stars and Stripes'* Mediterranean edition.

Eisenhower, Clark, Marshall, and Pershing wanted *Stars and Stripes* to be just one thing—a newspaper. All of the generals who have commanded U.S. forces in Germany since Eisenhower have wanted the newspaper to be a house organ as well.

The most notable example of overplay in *Stars and Stripes* in recent years was the retirement in 1962 of General Bruce Clarke as Army commander in Europe. Fourteen times between March 30 and April 30 Clarke made Page 1 of *Stars* and

Stripes—almost entirely by paying farewell visits to military units. His retirement ceremony and the change of command on April 30, of course, became the most important news event in the world in the issue of May 1.

The Army also has traditionally served as self-appointed public relations agent for the American Express Company in Europe. When Amexco changes the interest rates or terms of deposits in the banking facilities it operates on U.S. military posts, the Army makes the announcement, not Amexco.

And consider this lead from a Page 1 story in the issue of January 31, 1963:

"Heidelberg (Special) — The following press release was received Wednesday from the (West German) Federal Ministry of Economics for transmittal to U.S. Army Europe."

From the U.S. military's standpoint, the AP, UPI, and *Stars and*



*You expect more
from American...
and you get it!**



AMERICAN OIL COMPANY *Trademark

Stripes' own reporters are merely loopholes in the iron curtain it has thrown up around its bailiwick in Europe. And it intervenes to plug the loopholes whenever it chooses.

This compulsion to interpose itself between the GI and reader and the source of the news also suggests that U.S. military leaders believe news lacks a certain validity until it has been "ratified" by the Army or Air Force.

When the President announces the assignment of any general to Europe, for example, *Stars and Stripes* is forbidden to publish the story until Army or Air Force headquarters has found a specific job for him. This means that newspaper readers in the U.S. can sometimes know about the assignment several days before *Stars and Stripes* readers.

When the reassignment of a general already in Europe is announced by the President, *Stars and Stripes* cannot publish the story until the general

has been notified. In one instance, *Stars and Stripes* "notified" him personally; he said he already knew about it. But the Army information division still refused to "release" the story until the general had been "officially" notified.

In another instance, an Army information officer in Heidelberg refused to approve a change in a reassignment story because he did not want to disturb a general on the badminton court to read it to him.

Generals are not entirely to blame for the news distortion in *Stars and Stripes*. The military command system itself creates problems. The channel of communications between *Stars and Stripes* and most U.S. generals in Europe is a bobsled run of embellishment.

If a colonel thinks a one-column picture of a general in *Stars and Stripes* would make the general happy, then obviously a two-column picture would make him twice as happy.

Conversely, if a general tells an aide, "The news from Timbuktu doesn't look good this morning," *Stars and Stripes* hears it as, "No more unfavorable news from Timbuktu; the general doesn't like it." Or, worse still, "What's the matter with you guys up there? Can't you see you're damaging Timbuktu-American relations?"

In the publishing of *Stars and Stripes*, the military command system produces a series of conditioned responses up and down the chain of command. Generals begin to feel that they and their VIP visitors are always Page 1 news, regardless of what else is going on in the world that day. After that, the mere arrival of an Army courier with a picture of the general at *Stars and Stripes* amounts to an order to publish it—on Page 1.

The picture of General Paul Freeman, commander of the Army in Europe in 1962-65 (and now head of the Continental Army Command in

YOU
DON'T
HEAR
FROM
US*
OFTEN...
BUT
WHEN
YOU
DO
IT'S

news!



Lufthansa

*Public Relations Offices

NEW YORK / CHICAGO / LOS ANGELES / MONTREAL

Chicago), posed with frequent VIP visitors, was treated as Page 1 "news" during his tenure probably more often than that of any other individual in the world.

The cumulative effect of all the "must" stories, including verbatim handouts, is to reduce *Stars and Stripes* to exactly what the Defense Department, the Army, and the Air Force, claim it is not—an official U.S. government publication.

The detachment from official U.S. policy that *Stars and Stripes* might have had by remaining what Eisenhower intended it to be has been lost almost entirely because the U.S. military establishment behaves toward *Stars and Stripes* approximately the way the Soviet government behaves toward *Izvestia*.

For the recent exposure of the Army's malpractices as a newspaper publisher in Europe, the Defense Department has only itself to blame. Much of what has come to light this

year was known by the Defense Department in 1963. With studied care, it chose to ignore all of it.

There had been repeated efforts by individual members of the *Stars and Stripes* staff before 1963 to protest both arbitrary censorship and phony "must" stories. But the system of protesting censorship to the officers doing the censoring was so obviously ineffective that it became, as it is today, an exercise in futility. Its only value lay in creating a written record of the protests.

The staff's search for some recourse from the military's abuse of *Stars and Stripes* thus led away from the whole military establishment. The most obvious recourse for most Americans is to write their Congressman. Several staff members tried this avenue in 1960-63—without success.

In June 1963, on my first and only try, I found a recourse that produced complete and almost immediate success. On June 8, while I was acting

assignments editor, the Army killed a story I had assigned about President Kennedy's impending visit to Germany, giving as the reason "a protest from the embassy." I checked out the alleged "protest" with the embassy and elicited a categorical denial that anyone in the embassy had made any.

I then hit hard where I thought it would do the most good, since the President was involved: I wrote a carefully documented letter about the circumstances to Pierre Salinger.

Three weeks later, I learned that the officer who had ordered the story killed had been "transferred to other duties." No one ever interfered with *Stars and Stripes*' coverage of President Kennedy again.

In August, 1963, Heidelberg's temptation to meddle in the news became irresistible again, and this time it had more sinister implications. The Birmingham race riots were taking place, and *Stars and Stripes* gave



**Our responsibility
is not discharged
by the announcement
of virtuous ends**

JOHN F. KENNEDY

Chinese Tomb Effigy Sixth Century A.D. (St. Louis Art Museum)

RUDER & FINN INC.

130 EAST FIFTY-NINTH STREET NEW YORK, N. Y. 10022

Atlanta • Chicago • Houston • Los Angeles • New York
San Francisco • St. Louis • Washington, D.C. • London • Rome • Toronto

From the Ruder & Finn Conference Room Quotation series.
Copies on request.

them the Page 1 prominence they were getting in most American newspapers.

Major General William C. Baker, the Army chief of staff in Heidelberg, became indignant about the *Stars and Stripes* coverage. Colonel Ben Legare, the army chief of information, came up to Darmstadt and told both Colonel Ridgeway Smith, the editor, and Arnold Burnett, the managing editor, that all news pictures of racial incidents in the United States must henceforth be "screened" in order to eliminate any that might "inflamm" General Baker. Legare quoted Baker as saying publication of such pictures was "treason."

Later, Baker told Smith and Burnett in Heidelberg that he was dissatisfied with *Stars and Stripes'* coverage of racial disorders in the U.S. because it was not objective and did not give the white Southerners' point of view. He also expressed the opinion that AP and UPI were not ob-

jective because they had "sold out."

The immediate result of these two meetings was an order that all pictures of racial incidents had to be cleared either by Burnett or Bernard Kirchhoff, the assistant managing editor. A few days later, the order was strengthened to require approval by Colonel William W. Coleman, Jr., the deputy editor.

On the first day of the new order, three pictures and one story were killed. The kills continued, and a week later two more staff members wrote Salinger. On September 16, the dam broke. Burnett informed me and two other members of the staff that the inspector general of the Army, Major General Edward H. McDavid, and two aides had arrived from Washington and wanted to talk to us the next day.

None of us who were thus summoned knew exactly why, and I was curious; so that night I telephoned Salinger at the White House. He

called Arthur Sylvester at the Pentagon while I waited, then came back with, "That's my investigation. You're free to tell them anything you want. I'll get a complete report on the whole matter."

For the next three days, we did a great deal of telling, but that was the last we ever heard of the Great IG Investigation of 1963. Two months later, President Kennedy was assassinated. No one felt like inquiring further of Salinger after that. When Salinger was a senator in 1964, however, I called him in Washington and asked if he had ever gotten the IG report. He said no. He also called Sylvester at the Pentagon. Sylvester said the report was "classified" and would never be made public. The Moss Committee is now trying to get a copy from Major General Keith Ware, the Army chief of information.

Salinger was an ideal solution to the recourse problem that had plagued
(continued on p. 106)

Why we fly HOSTESSES instead of STEWARDESSES

Our young ladies do more than "take charge of the provision and distribution of food and drink," or "act as ushers and attend to such duties as checking passenger lists, safety belts, and baggage"...the definition of a STEWARDESS.

Our girls wouldn't stand for it. An IRISH HOSTESS receives and entertains you as a guest in her own home. You'll find her warm, friendly enthusiasm unmatched. Sure you can't find a better word for this type of hospitality than HOSTESS.

Come fly with us on Irish International. You can see Ireland on your trip to or from Europe for no extra air fare.



IRISH INTERNATIONAL AIRLINES
Time Flies So Beautifully When You Fly Irish!



First Launch of the

ICBM

InterContinental Business Machine

Gulfstream II is the corporate jet. Powered by Rolls-Royce Spey fan-jet engines, it has a speed of 585 mph. A cruising range of 3600 miles. Gulfstream II can fly nonstop from New York to Los Angeles against a continuous 90-knot headwind with ten passengers, a crew of three and 500 pounds of luggage. The cabin is flexible and roomy enough to seat twenty or to accommodate only a handful in office-like surroundings.

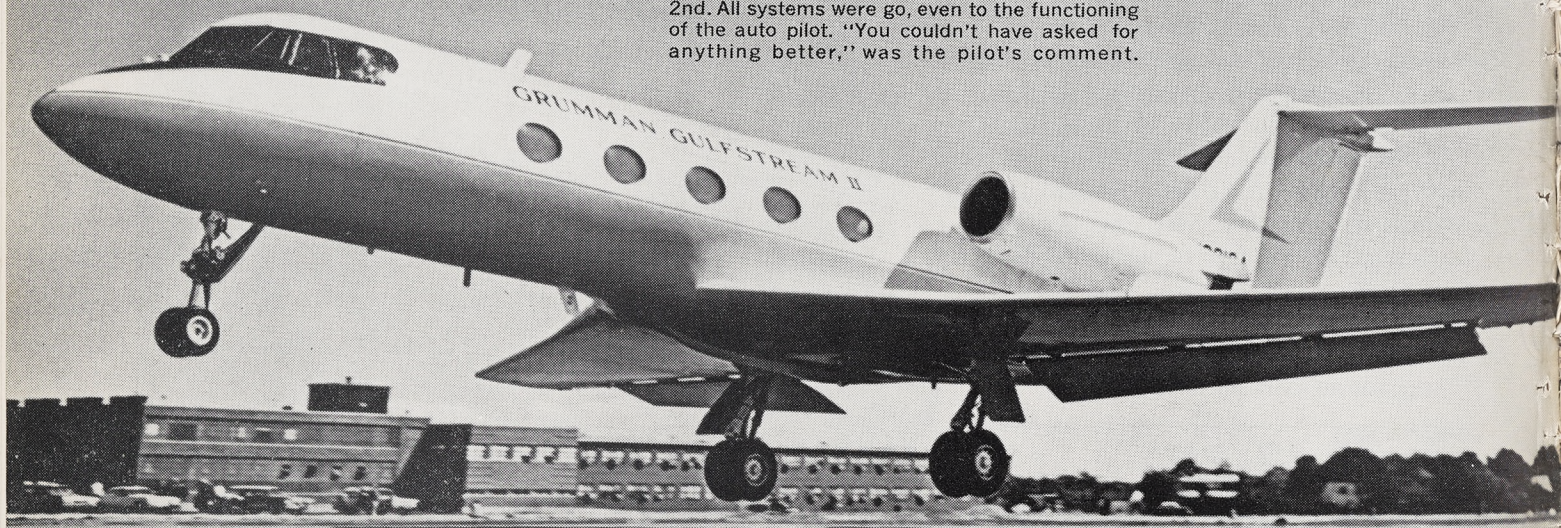
Gulfstream II is a rugged airplane designed for hard work, with a 50-year fatigue life and fail-safe design. It will be one of the most thoroughly tested aircraft ever built. Deliveries begin May 1967. Grumman's Gulfstream II is indeed today's most eagerly awaited corporate jet aircraft.



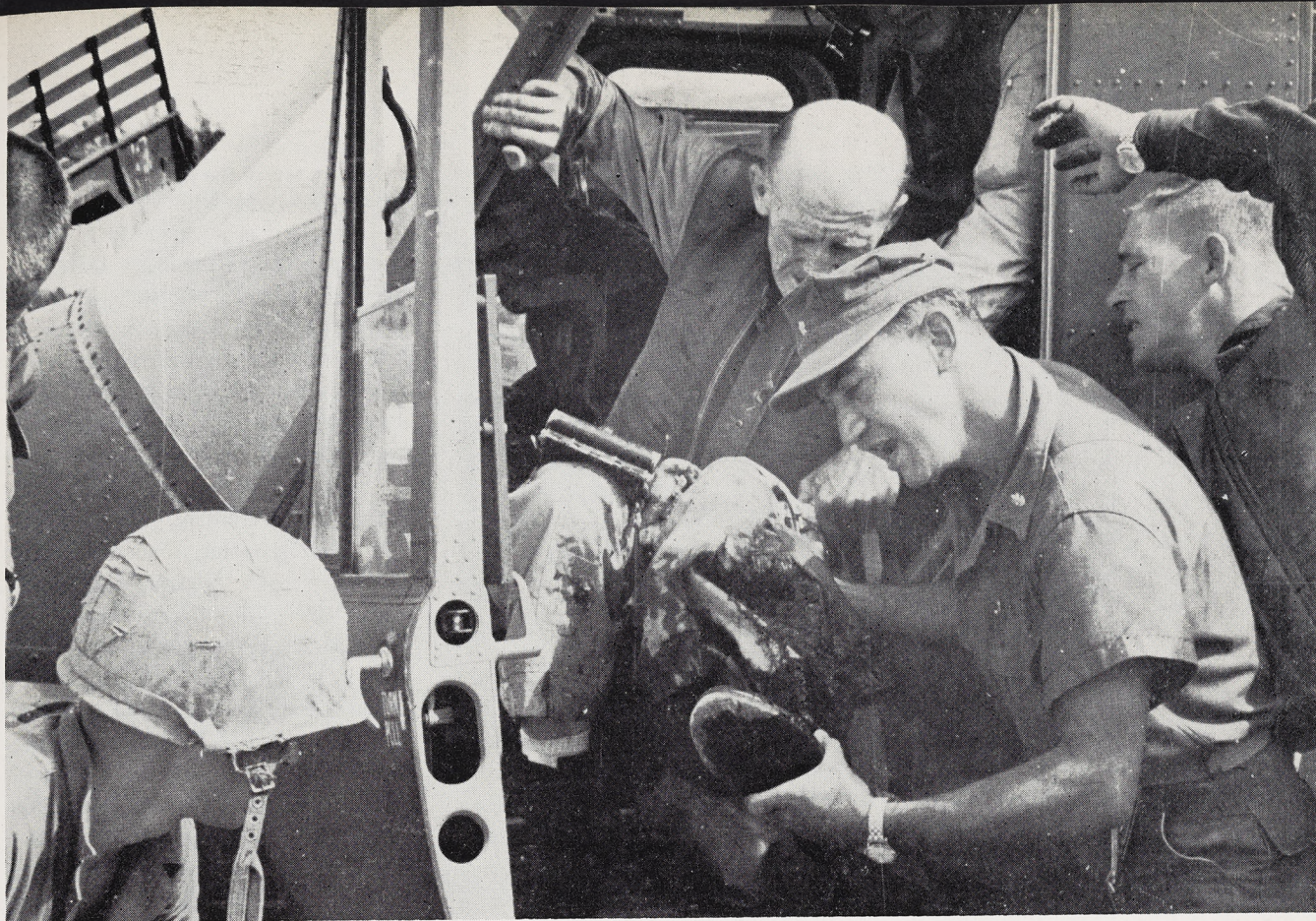
GRUMMAN

AIRCRAFT ENGINEERING CORPORATION
BETHPAGE, NEW YORK.

Gulfstream II made its first flight Sunday, October 2nd. All systems were go, even to the functioning of the auto pilot. "You couldn't have asked for anything better," was the pilot's comment.



DISTRIBUTORS: ATLANTIC AVIATION, WILMINGTON, DELAWARE; AIRESEARCH AVIATION SERVICE COMPANY, LOS ANGELES 45, CALIFORNIA



Wounded by ground fire, Marine Colonel Michael R. Yunck became the subject for a controversial Huntley-Brinkley Report.

How well does TV cover Vietnam?

"We sure aren't pleasing everybody," says the author. Here's what he has to say about criticism from government, press and public

"Vietnam is television's first war," I read and hear repeatedly. I don't like the proprietary syntax. But we have had to escalate our coverage in terms of men, money, equipment and air time to keep pace.

How well is television covering Vietnam—its battlefronts as well as its broader political aspects? If the answer lies in criticism from all sectors—government, military, educators, the daily press, segments of the public and our own TV people—then, perhaps, we aren't doing too badly. We sure aren't pleasing everybody.

Some examples:

Marine Colonel Michael R. Yunck's decision to spare an enemy-held village a napalm attack because of women and children held there by Vietcong cost him his left leg.

Machine gun fire from the village hit his helicopter. NBC cameras recorded his pain and despair in a Vietnam hospital tent as surgeons worked on the leg. Yunck moaned, "Goddamnit, I hate to put nape on these women and children." The dilemma and cruelty of the war in Vietnam was capsuled succinctly in the Yunck film on "The Huntley-Brinkley Report," 30 hours after the event. Yet, much of the mail that poured into NBC a few days after complained angrily of the colonel's use of the word, "Goddamnit."

Producer Robert Northshield refers to this as the "Bible-belt mentality." But he's a realist and I agree with him when he says, "There are 20 some million people out there watching us, and they are not all thinking alike. That is part of the Vietnam

WILLIAM R. McANDREW

President
National Broadcasting Company News Division

coverage problem, too."

On the other side of the Yunck coin, we have had generals urging us to cover the war from the division level, pay less attention to the men on the firing line. The urging has come mostly from informal background briefings by the military in Saigon. It's a cleaner war from the divisional level, much easier to cover. But it's seldom newsworthy.

From syndicated columnist John Horn came this editorial: "It (television) has . . . trivialized war by making it just one more meaningless item in a succession of meaningless items of advertising jingles, publicity puffs and other news of both impor-



Ron Nessen, one of the key men on the scene for NBC.

tant and frivolous matters.

"It has made war of no more consequence than a movie star's latest marriage, the arrival of The Beatles, a senator's pronouncement, a three-alarm fire, the latest style, scandal or lawsuit; one link in a chain of unevaluated events used to peddle mouth wash, headache pills, beer, cigarets and other vital to the primary users of television, advertisers."

The writer sees a satanic alliance between television war coverage and advertisers. He does not mention newspaper or magazine coverage, but I assume he is equally enraged to find a Vietnam story "jumping" from *The New York Times*' Page One inside to rest adjacent to a department store ad for girdles and bras. It should not be news to Mr. Horn that without advertising the

American press—neither print nor television—could exist, let alone afford the cost of covering a war.

Mr. Horn's polemics are directed against our economic system. He is entitled to his views, of course, but not the unchallenged right to impugn the motives of his colleagues who report from Vietnam.

Arthur Sylvester, former Assistant Secretary of Defense for public affairs, feels "the picture (television) has the impact of the whole story, and it is not the whole story." He stated that after the nightly newscasts viewers flood the Department of Defense and congressmen with wrong impressions—"that we are losing the war or winning." I can only say that the viewers Mr. Sylvester refers to are taking a single event out of context and drawing false conclusions. It would be analagous to a reader who bases his entire judgment

**Want to go places . . . ? To Tashkent — Taipei —
Tel Aviv — Tasmania — Tierra del Fuego — Tahiti —
Tegucigalpa — Tokyo — Timbuctu — Ulan Bator
or Peking?**

Cosmos can plan your trips to a T.

For the unusual Dateline cities or your regular travels, contact

COSMOS TRAVEL BUREAU, Inc.

Gabriel Reiner, President

45 West 45th Street, New York 36, N.Y.

Phone: Circle 5-7711

of our economy on a single stock market quotation.

A great many of the criticisms of television news coverage are echoed by worries we ourselves have. Television is physically different from other methods of covering news. It comes with cameras; it comes with lights; it comes with its many people, in contrast to one good newspaper reporter drifting around the fringe of an angry crowd, and because he's a special person, picking up so much more than his average reader could if he were in the same place.

Sometimes television equipment stimulates activity just because it is there. That is one of the things we worry about. On the other hand, if you wanted the world to know about your complaints, would you demonstrate in front of a television camera if one were available or would you put your complaint in a bottle and throw it out to sea hoping that the

President of the United States or the Mayor or the Chairman of the Board of Education would find it when it washed up on shore? We are there to be used and as we grow older and wiser we are beginning to realize that, but we still worry.

By the same token, we can't be everywhere. We cannot be in every South Vietnamese village when a Viet Cong goon squad terrorizes the village chief. A lot of outside criticism has been about that, about the fact that what we show is not the total picture of a whole country for a twenty-four hour period. What these people forget is that the film we use is not all they get. When a man of the authority of Chet Huntley or Frank Blair tells about these instances, even without film, it has a weight and importance in the consciousness of the American news audience which these critics fail to appreciate.

That's what they leave out. What they imply is more important and in

our opinion dangerous. Somehow they think or they wish that we would withhold information we have because in their words we don't have it all. A military spokesman saying we are not giving the whole picture is thus no different in any important way from a respectable honest citizen of a southern town saying we are destroying the image of his town because we are covering and showing only the civil rights demonstration.

Reuven Frank, Vice President, NBC News, sums it up nicely: "What they criticize us for we worry about, not because of the criticism but because we are at least as sensitive to the problem as they are. Those of us involved in how television news does things are all news people by training. It goes against that training and all our instincts to withhold information we have from the public we are supposed to serve. If that is the best answer our critics can come up with, it's not enough answer."

OVERSEAS PUBLIC RELATIONS

Venus, Mars and The Moon all seem to be getting nearer, don't they?

So do London, England, and Frankfurt, Germany, and Paris, France; likewise Buenos Aires, Argentina. We talk to them almost every day.

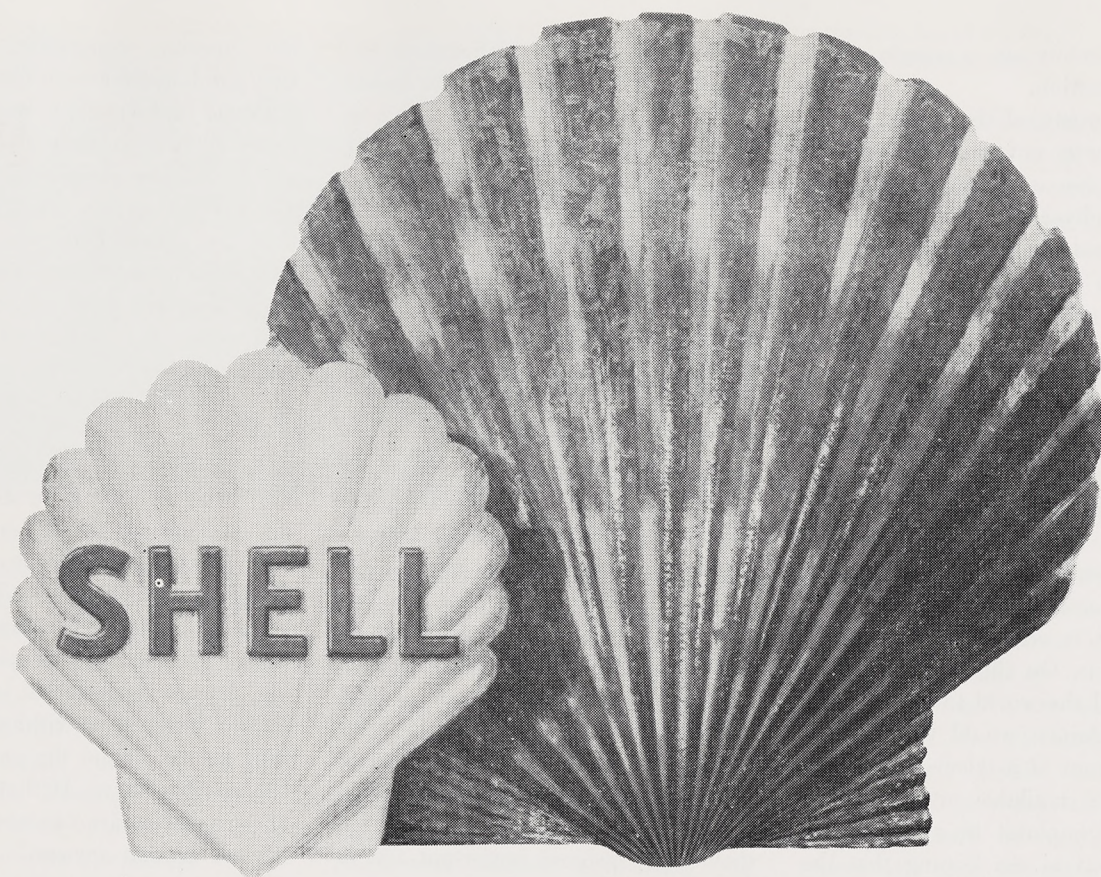
Now well into the last half of our fourth decade of serving American industry in public relations matters, we have enlarged our subsidiary—Carl Byoir & Associates, Ltd., of London—to expedite the handling of a fast-increasing flow of activity, overseas, on behalf of our clients.



CARL BYOIR & ASSOCIATES, Inc.

800 SECOND AVENUE, NEW YORK, N.Y. 10017

WASHINGTON • CHICAGO • LOS ANGELES • SAN FRANCISCO
DALLAS • DETROIT



How a Scallop Shell became a world-famous trademark

Seashells carried halfway around the world—from an ocean floor in the Orient to Marcus Samuel's curio shop near the London docks—started a chain of events that created one of today's best-known trademarks.

Returning sailors sold their seashells to the curio shop owner. Used on ornamental boxes and trinkets, the shells found favor in mid-Victorian eyes, and the merchant imported thousands upon thousands of shells.

Later, the sons of Marcus Samuel gave this Far Eastern trade a new dimension by shipping the first bulk cargo of kerosene through the Suez Canal. When a company was later formed to engage in the oil business, the scallop shell became its trademark.

Perhaps Samuel's sons chose the shell out of sentiment. Yet their choice proved to be most appropriate for the enterprise that was to become the Shell companies.

Since antiquity the shell has symbolized the sea, the voyage, the quest. Venus, born of the sea, was identified with the shell. It was the badge of pilgrims to the shrine of St. James, and of Holy Land Crusaders.

Today, as name and trademark of the Shell companies, the shell continues to signify the quest. Shell men seek oil in forests, deserts, and under the ocean floor. Then the quest goes on in Shell laboratories where research people seek new products from petroleum.

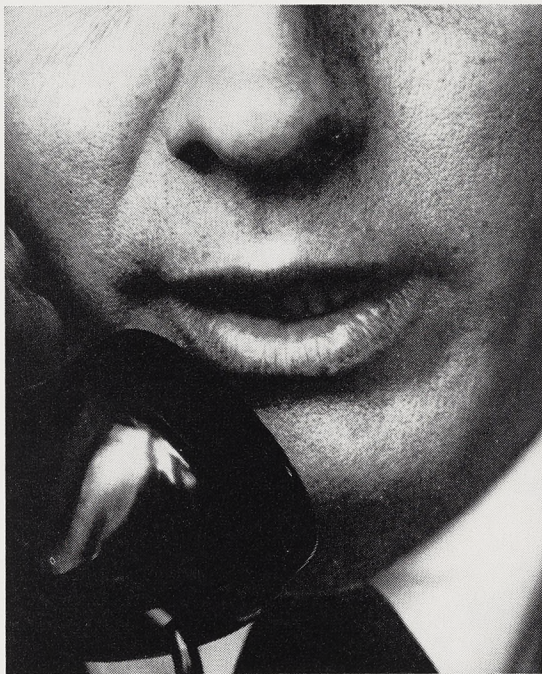
Examples: man-made rubber, the first to duplicate tree-grown rubber. New fertilizing methods to increase farm and orchard yields. Tougher adhesives that replace airplane rivets. And, as always, finer gasolines and motor oils.

Let the sign of the Shell remind you of people dedicated to the pursuit of excellence—of new ideas, new products, new ways to serve you better.

SHELL OIL COMPANY



Hello, American Airlines Public Relations? This is the public.



When you need the American Airlines PR man in your area, you'll probably find him more accessible than the family doctor. He's on duty 24 hours a day.

So if you call, no matter what the hour, you won't have to hold a conversation with a recorded announcement.

Our PR man will supply you with just about any information, material or service you might need. Including press conference facilities.

In a pinch, he might even be able to tell you how to get over a cold.



**American built an airline
for professional travellers.**

(And you'll love it.)

BLUE CROSS WORKS FOR NOTHING.
IF YOU CALL THIS NOTHING.



Bruce Davidson—Magnum

We took in over 300 million dollars right here in New York last year and didn't make a dime. But we never felt better about our business because we profited where it really counts. Over 1,000,000 of our members were able to enter hospitals in 1965 and say, "Here's my Blue Cross card."

We think when somebody enters a

hospital, the last thing he should have to worry about is money.

Apparently a lot of New Yorkers agree. Right now over two-thirds of the people in the Greater New York area are Blue Cross members. More than 7,500,000 of us.

And we all contribute to a pool of money, ready to be drawn on when any

of us need to pay hospital bills.

It's not very complicated. Because we're not in it for the money.

In a manner of speaking, Blue Cross is all of us. And you don't make money on yourself.

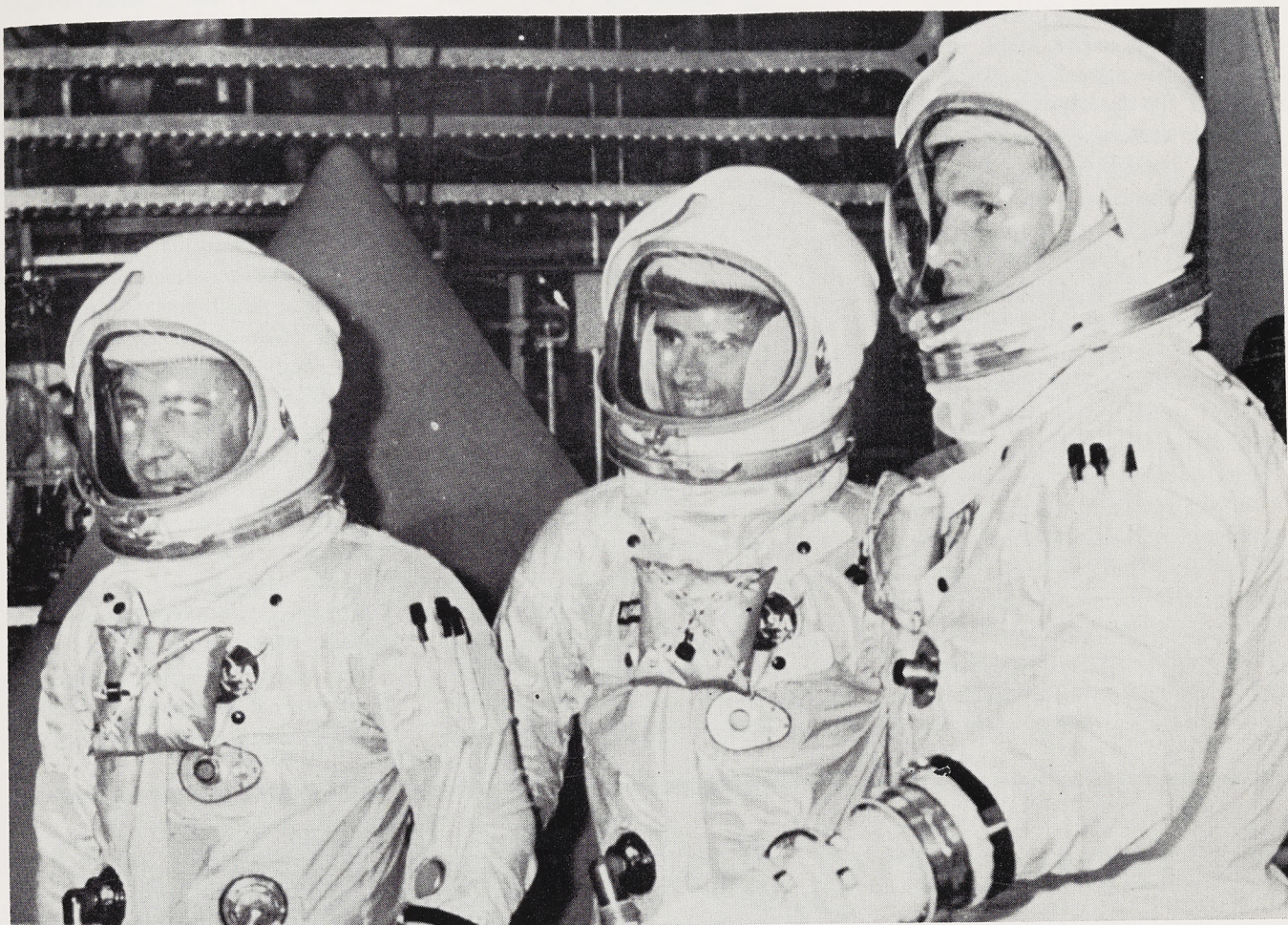
And if you join us, we won't make money on you either. Because then you will be us.

GREATER NEW YORK'S

BLUE CROSS

ASSOCIATED HOSPITAL SERVICE OF N. Y.





Apollo Astronauts Virgil Grissom, Roger Chaffee and Edward White (from left) during equipment check prior to ill-fated test.

'If something should go wrong...'

The first manned Apollo flight was eight weeks away and the three Astronauts—Virgil Grissom, Edward White and Roger Chaffee—were talking about their mission with this reporter at the Houston Space Center. It was their last interview. Six weeks later, at Cape Kennedy, all three were to die, consumed by the flash-fire that swept their earthbound spacecraft—even as men and machine were being readied for that launch into space that was not to be.

Returning to that day in Houston, and listening again to the words of Gus Grissom, Ed White and Roger

PHILIP C. CLARKE

Commentator
Mutual Broadcasting System, Inc.

Chaffee, one is somehow struck by the finality of what they said. It was as though they were offering a final testament to all they had strived so hard to attain. There were also soaring words of encouragement for those who would follow in man's conquest of space.

They were a study in contrasts. Gus Grissom, veteran of two previous space flights, was, at 40, one of the oldest of the half a hundred Astro-

nauts. At 5-feet-7, he also was one of the shortest, but among his fellow space-men, Gus Grissom stood the tallest. There was determination in his flat Indiana accent. And you could sense what had eaten at Grissom—being tagged the "Hard Luck Astronaut" ever since his Mercury capsule blew a hatch and sank after splashdown in 1962, almost drowning Gus.

Ed White was the direct opposite of the laconic Grissom. Ed was a coil of barely suppressed energy—taut, disciplined. Also dedicated, even a bit evangelistic. He had planned to

take a Bible with him into space—just as he had worn a cross, a St. Christopher's Medal and a Star of David on his unforgettable walk in space in the summer of 1965.

Roger Chaffee, the rookie, was all boy. The enthusiasm and the excitement fairly bubbled over. He "sure would like to be on that first trip to the moon." And, "boy, everyone in the space program would give an arm to be on that ride . . ."

Because it was almost certain that, sooner or later, misfortune would strike America's bold thrust for the moon, I asked the three Astronauts, toward the end of the interview: "What would be your message to the American people if something should go wrong?" These were the answers:

Chaffee: "Well, we never look for trouble, of course, and nobody wants to have any. But just by the nature of the program, it's a testing program and we've been testing aircraft around the country. I think everybody, if

they stop to think about it, realizes that the possibility exists where something could go wrong—whether it be minor or major. I guess everybody should be, shall we say, prepared to face this possibility and know what to do in the event that it happens. I know that if we have a malfunction on board, I know the crew is going to know what action they're going to take and what's the best thing for them to do to get out of the problem."

White: "I think the public as a whole has accepted the program and has accepted the possibility that there is a risk involved. We in the program accept this possibility also. Everybody connected with the space program does everything absolutely possible to make the mission as safe as possible and as successful as possible. We have full confidence in our teams that we work with and the manufacturers that build our equipment. If we do have a problem up

there, it's not because we haven't done our very best. I think everyone else should be mature enough to accept this and realize that this nation is committed to the goal of exploring space and exploring the moon and if we have a failure of some type we'll reassess it, correct it and go right on."

Grissom: "I think the American public is mature enough to recognize that this is an important program—a program that must go on. If something should happen, why, it happens. We still have to go on living every day and we go on and continue the program."

There are some Americans who now say that the disaster at Cape Kennedy was not worth the price . . . that space is not worth the conquest. The three Astronauts who gave their lives in this quest believed otherwise. In their final interview, this correspondent asked each of the Astro-

Searching for something?

The research people at Union Carbide Corporation are . . . all the time. They may be searching for easier ways of doing things or developing new techniques and ideas. They could be exploring the depths of the oceans or the outer reaches of space. Their research could lead them to revolutionary insecticides or new applications for laser technology. If you're searching for an answer to a question about any phase of Union Carbide's research or any other aspect of the corporation, give us a call. We may not have all the answers right at our fingertips, but we'll see that you get them.



**UNION
CARBIDE**

THE DISCOVERY COMPANY

Public Relations Department (551-3776)
270 Park Avenue, New York, N.Y. 10017

nauts, "Why the moon?" These were their answers:

Grissom: "I really don't have a good answer. I know that there are a great many fall-outs from the technology that we have developed. And I know that our standard of living is being increased and a great number of things along this line have happened. But I still have the feeling that the things we are going to find on the moon and the things we are going to do when we get there are going to be of great benefit—not only to us but to the whole human race."

Chaffee: "Oh, I'd sure like to be on that trip (to the moon). I think everybody wants to be on that first one. And of course we're all doing a job. We're working as a team and we all realize that everybody can't be on it. I think anybody in the program would give his right arm to be on that first flight to the moon."

White: "Personally, I'd like to be

a part of the exploration (of the moon) from the standpoint that I feel I have the capability to do the job. I also feel that the exploration of the moon itself is a very important step forward for man for a lot of reasons. We just can't tell right now what may be there and what we're going to learn by going there. But those of you with children will appreciate better what I mean. We have somehow got to make this a better place to live . . . the world, I mean. And maybe we'll find some of the answers out there in space. The answers to problems like over-population and congestion . . . air-pollution . . . crime, things like that. And perhaps even the answer to war. Out there in space, as I remember during my little walk above the earth, you can see the problems in what I guess you'd call better perspective. They look mighty small from 150 miles up. The world itself looks cleaner and so much more beautiful. Maybe

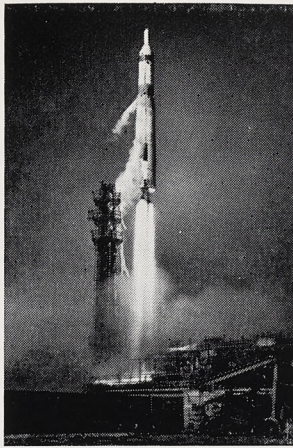
we can make it that way—the way God intended it to be—by giving everyone, eventually, that new perspective from out in space. I think that some day we'll learn to live together better on earth—by living together in space, on the moon and maybe beyond, where there's room for everyone and more than enough to do. We can give our young people a new frontier . . . a new world, maybe many new worlds, to explore. It's going to be exciting, this conquest of space, and full of a lot of wonderful things . . . things we haven't even dreamed about yet."

Note: White's almost poetic thoughts on ("Why the Moon?") came at the end of the interview. I had neglected to ask him the question and he interrupted with: "Say, you didn't ask me why I want to go to the moon!" His answer was an answer to all the earthbound mortals who complain that the cost is too great, the objective too ethereal.

The 8 best flavor stories of the year

Philip Morris
INCORPORATED
Makers of America's finest cigarettes

**Is this all
you think of
when you
think of
Avco?**



Think again. We are this. And much more. We are 35,000 people changing the way you live: an unusually broad range of commercial, defense and space capabilities now identified by this new symbol.



**AVCO
AEROSTRUCTURES
DIVISION**

(Structures for aircraft and space vehicles)



**AVCO
LYCOMING
DIVISION**

(Engines for utility aircraft and helicopters)



**AVCO
BAY STATE
ABRASIVES
DIVISION**

(Grinding wheels and other abrasives)



**AVCO
MISSILE SYSTEMS
DIVISION**

(Missile reentry systems, penetration aids)



**AVCO
BROADCASTING
CORPORATION**

(Radio and television stations)



**AVCO
NEW IDEA
FARM EQUIPMENT
DIVISION**

(Specialized farm machinery)



**AVCO
DELTA
CORPORATION**

(Financial services)



**AVCO
ORDNANCE
DIVISION**

(Ammunition, fuzing devices)



**AVCO
ELECTRONICS
DIVISION**

(Communications systems instrumentation)



**AVCO
SPACE SYSTEMS
DIVISION**

(Unmanned planetary exploration systems, scientific satellites)



**AVCO
EVERETT
RESEARCH
LABORATORY**

(High temperature gas dynamics, biomedical engineering, superconductive devices)



**AVCO
SPENCER
DIVISION**

(Heating boilers and sewage systems)

You'll be hearing more about us.

AVCO CORPORATION, 750 THIRD AVENUE, NEW YORK, NEW YORK 10017

The reader is the editor of the . . .

Tele-newspaper of the future

The following exchange, which occurred on the Jan. 29, 1967, program of the Columbia Broadcasting System's 21st Century series, gives a clue to tomorrow's news package.

"In other words, as well as watching CBS Evening News, you'd get a printed rendition of the news off a facsimile machine?"

The man asking the question is Walter Cronkite, in a 21st Century episode dealing with "The Communications Explosion."

The respondent, John Diebold, business consultant and computer expert, says: "Yes . . . And when we think

of having the *New York Times* come out of the TV set, but of course, we'll have something which is new."

Diebold pictures each individual as being in control of the kinds of news coming into his home. He says: "You may set into the TV the fact that you're only interested in lots of business news, with only a minimum amount of sports; or you may want all the book reviews and nothing about the stock market; or your own little profile of interests with a smattering of general news, but a great deal about local political events—and this is what will be printed out."

Diebold is sure of one thing: the consumer won't be ordering the typical newspaper of today. "It won't be *The Times*. You'll have a hybrid medium."

He sees the new product as something between television and print. And he foresees three-dimensional color pictures on the screen, which will have lithographic quality in the printout.

"But," he emphasizes, "it will be, in editorial terms, a new medium—and the ability to have a dialogue between the man and the machine is increasing every day."

IF YOU SHOULD EVER WANT TO KNOW HOW THINGS ARE SHAPING UP AT VW-

CALL: ART RAILTON, VOLKSWAGEN OF AMERICAN. ENGLEWOOD CLIFFS, N. J., LA 4-8881 (N. Y.), 567-7600 (N. J.)

TEXACO BELIEVES

in clean air— a birthright to reclaim.

As America industrialized and urbanized, Americans gained comforts that today dazzle the world. But the gains often have meant losses. One of the great losses has been that of an invisible, invaluable asset: clean air.

What was once a cause for vague concern has become a pressing national problem, and both industry and government are earnestly trying to solve it. In fact, American industry now is undertaking a mammoth drive to clear the air wherever it can.

At Texaco, air conservation has long been the object of great care and considerable expense. Every step of the refining process is carefully watched and controlled in the interests of air conservation. All distributing facilities are designed to keep product vapors out of the air: pressure and vacuum relief vent valves on storage tanks, vapor-reduction devices on tank-truck loading racks, underground storage at service stations, floating roofs for above-ground storage, pumps with mechanical seals, automatic shutoff systems at delivery points. Research studies are aimed at reducing smoke and odor, at removing sulphur impurities from petroleum fuels, at reducing automotive emissions, indeed, at ascertaining the very nature of combustion in



the interest of clearing the air.

Out of all the research, discussion, and investment, one fact that perhaps overrides all others has emerged. There is no single cause of air pollution. There is no single substance, or industry, or weather condition, that can be pinpointed for all the blame. Air pollution involves a whole set of interrelated causal factors that include weather, topography, population density, liquid evaporation, and combustible wastes ranging from burning leaves to atomic ash.

What this means is that there is no single, simple formula for conserving clean air. Together with the whole petroleum industry, Texaco will continue to contribute to conservation research, and will continue to make large investments aimed at controlling undesirable emissions into the air. But one company, or one industry, will not solve the total air conservation problem.

What is needed is more experience with present air conservation methods, more research into the causes and cures of different types of pollution, and application of these methods to the individual problems in this country's urban and industrial areas. When we have arrived at that combination, we will begin to breathe easier.



HILL and KNOWLTON, INC.

Public Relations Counsel

Offices in New York
Washington
Los Angeles
Chicago
Cleveland
Pittsburgh
San Francisco

Domestic Subsidiaries H&K Marketing Services Corporation
Group Attitudes Corporation

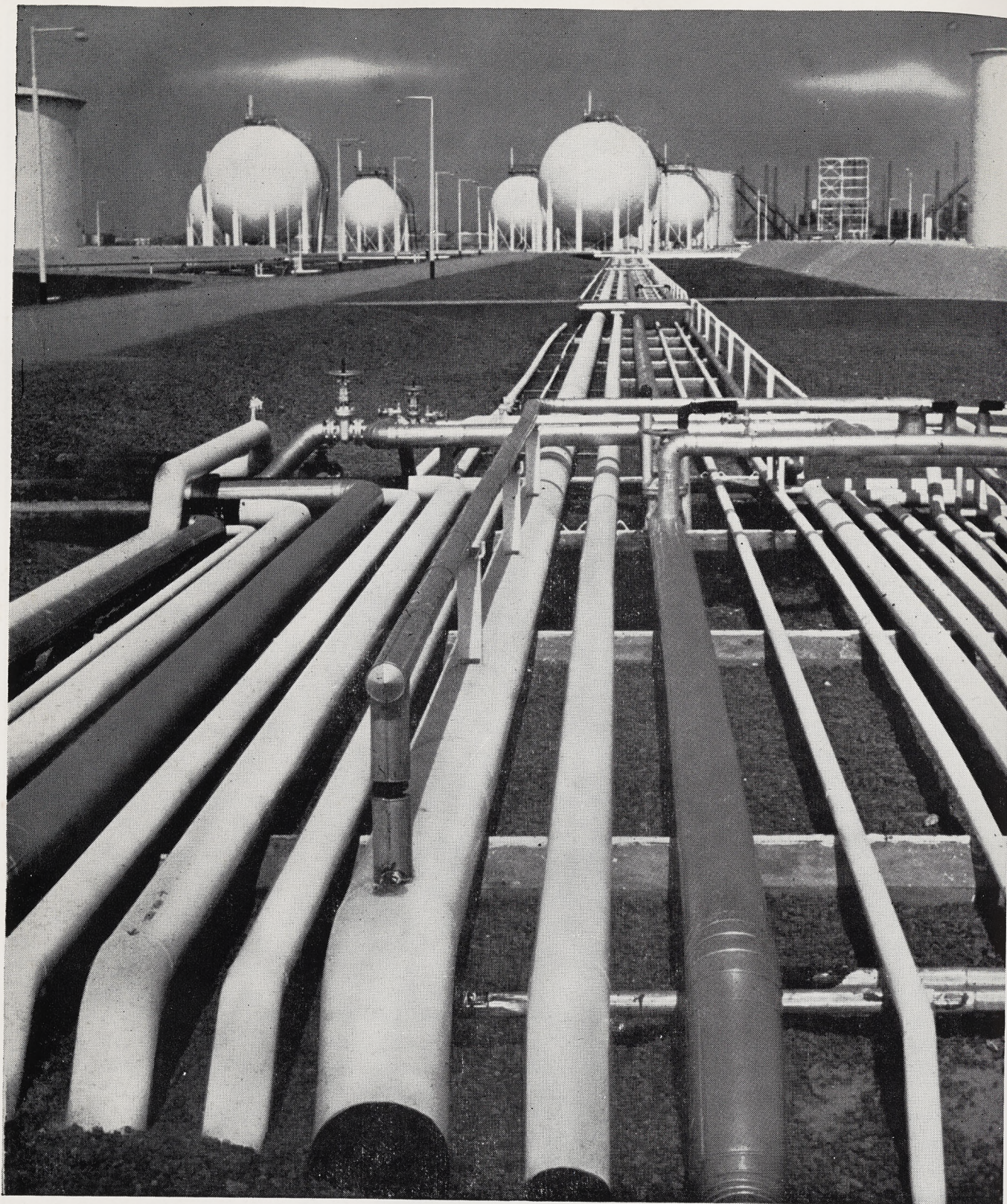
HILL and KNOWLTON INTERNATIONAL

Offices in New York
Geneva
Hamburg
London
Milan
Paris
Rome
Bahamas

Associates throughout the free world



Hill and Knowlton, Inc. • 150 East Forty-second Street, New York, N. Y. 10017



Any telephone is your personal
pipeline into our business—through the
Public Relations Department of
Standard Oil Company (New Jersey)

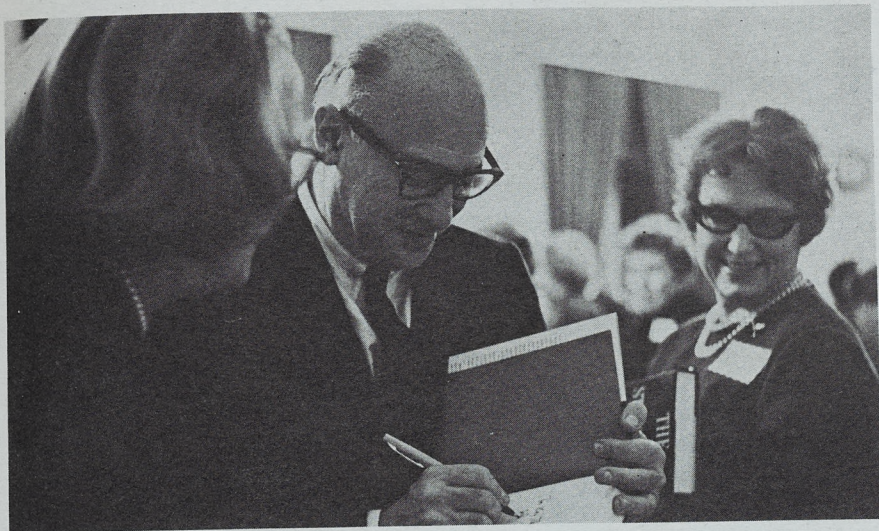
30 ROCKEFELLER PLAZA, NEW YORK, N. Y. 10020



DIAL DIRECT
In New York (code 212)
Art Lamb, 974-3059
Gurdon Leete, 974-3013
In Washington (code 202)
Hugh Jencks, 628-7878

Club News

OPC: where the action was



Author Gerold Frank autographs copies of *The Boston Strangler* at the book fair.

This is the year that the medium got the message—from platforms provided by the Overseas Press Club. Cabinet members, politicians, and heads of foreign states scored the failings of press coverage.

Agriculture Secretary Orville Freeman, for instance, said the press was perhaps slighting one of the biggest stories of our time—a world famine—in favor of more spectacular war stories.

Prof. John Hohenberg of Columbia University's graduate school of journalism deplored the scattershot staffing by U.S. media in Asia. While coverage of Viet Nam is good, he said "it is clear that the rest of Asia is not well covered."

Similar criticism was voiced about Latin America coverage by Assistant Secretary of State Lincoln Gordon, who urged newsmen to visit these countries for a fresh look. "The stereotypes are no longer true to life."

Others, including the State Depart-

ment's refugee specialist James Wine and Secretary of Labor Willard Wirtz, asked why it was that the press seems to concentrate on spectacular, and mostly bad, news. In a blunt talk at the club, Wirtz stated: "I think it becomes fair to ask whether the

news editor and the makeup man are putting civilization in the right place."

One news controversy found itself right on the OPC's doorstep as a result of an article appearing in the 1966 *Dateline*. Its author, CBS newsmen Morley Safer, set off a hassle involving *Dateline*, Safer, then-Assistant Secretary of Defense Arthur Sylvester, the OPC Bulletin, and others.

Safer's article told how his network bosses had been told by Washington officials, "Unless you get Safer out of there, he's liable to end up with a bullet in his back."

This brought instant response from OPC member Sylvester. In a Bulletin-published reply, Sylvester said that Safer's article was inaccurate; Sylvester in turn was rebutted by the *Dateline* editors and several newsmen in Viet Nam, including Pulitzer Prize winner Malcolm Browne. The whole episode proved to be a potboiler for the news media and radio talk shows.

Waves from 40th Street spread

William Manchester, author of *Death of a President* discusses his book at OPC.



Club News

across the world this past year.

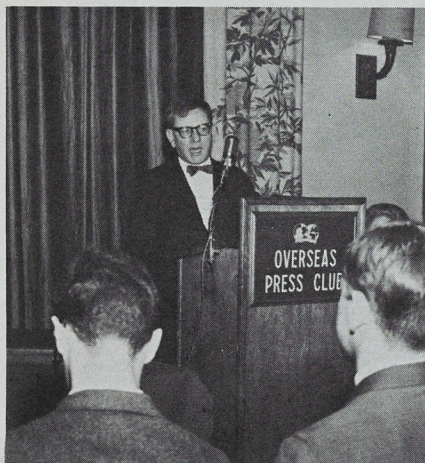
Through its president, Victor Riesel, the club protested to South Africa for its refusal to allow American newsmen to accompany New York's Senator Kennedy on his trip there; to the South Vietnamese government, when newsmen were beaten by police officers there; to Spain for a similar incident occurring when newsmen tried to cover student demonstrations in Barcelona.

On a more affirmative note, the club's board of governors made an attempt to open the door to coverage of Red China, formally inviting the Chinese government to send and receive newsmen in an OPC-sponsored exchange. Not unexpectedly, however, the Chinese Reds rejected the OPC offer.

Another worldwide activity was the OPC's poll of its own overseas constituency on the top 1966 stories and the outlook for 1967. Viet Nam headed the list, OPC'ers calling the war buildup the big story of 1966; peace in Viet Nam, biggest potential story of 1967.

Back in New York, clubhouse regulars got a look at some of the principals of the big domestic stories. Both Cass Canfield of Harper's and author William Manchester chose the

James Wechsler of the *New York Post* briefs high school students at workshop.



Harrison Salisbury tells Ed Edwin of OPC Bulletin about his trip to North Vietnam.

OPC as platform for statements on "The Great Book Controversy." Manchester reported settlement of his dispute with Mrs. John F. Kennedy at a well-attended OPC press conference.

The first of the fall political season brought an OPC appearance by Richard Nixon, who told an SRO audience he has had no change of heart since his California defeat about his attitude toward the press. "Some-

body has to take on the press," he said.

Nixon was followed the next day by his fellow Republican, Sen. Jacob Javits of New York. Javits disagreed. "I don't think it's ever a good idea to attack the press," he said.

No one likes a reunion better than a press club member, and there were at least two of historic significance.

One was a sober look back fifteen

TV reporter Liz Trotta films interview with Urban League President Whitney Young.





It's Richard Nixon's turn before the microphone for talk in the Williams Room.



New York Post columnist Murray Kempton poses question after the Nixon speech.

years to the end of hostilities by the Red Chinese in Korea. Reporters and military men gathered for an evening of reminiscence and perhaps a search for new perspective. News-men such as Hal Boyle, Relman Morin, and Dick Johnston swapped views

with such military notables as Marine Corps Gen. Lewis B. "Chesty" Puller, Gen. John T. Corley and leading air ace, Col. Francis S. Gabreski.

A reunion taking a longer view was that of the Moscow correspondents; it looked back over the fifty years since the Czars. Ambassador Averell Harriman led off this night

of hindsight, with contributions by veteran Moscow hands Eugene Lyons, Peter Grose, Marvin Kalb, Frank Con-niff, Bill Lawrence, and others.

Newsman's shoptalk was rife at the evening event featuring the latest report of the Hearst Task Force, a troika consisting of Bob Considine, William Randolph Hearst, Jr., and Milt Kaplan. Just back from a world tour, they advanced their theory of three-men-are-better-than-one for newsgathering. The group discussion technique with an interviewee, explained Hearst, brings out many points which a single reporter asking questions might not get.

Perhaps the most controversial newsman to report to the OPC this past year was *The New York Times'* Harrison Salisbury. Salisbury, one of the few U.S. correspondents to be allowed to cover North Viet Nam, denied that he had been "used" by the North Vietnamese regime for propaganda purposes, as many of his news colleagues had charged. He was admitted, he said, because his appeal came along when the North Vietnamese though it was time to admit a U.S. reporter. Salisbury complained, however, that the Hanoi regime

Victor Riesel tries on London Press Club tie presented by LPC's H.W. Chamberlain.



Club News

wouldn't allow him to interview American prisoners of war.

Among authors participating in OPC Book Nights: Ralph Nader, who reported on his controversial *Unsafe at Any Speed*; A. E. Hotchner, who elaborated on Hemingway anecdotes from his best-selling *Papa Hemingway*. In the category of the one that got away was *The Boston Strangler* by Gerold Frank, whose Book Night was cancelled by a strangled schedule. But it wasn't a complete loss for OPC'ers. Frank made it to the club's annual book fair sale.

The Club wasn't solely spectator of the book world. About this time last year, plans were laid for the newest OPC-backed volume, *How I Got That Story*. Just off the presses, the book already has garnered enthusiastic reviews; *Publisher's Weekly* declared that it likely will "crack



Victor Riesel lauds Will Yolen at one of the bistro parties for past presidents.

the 'don't like to read' barrier, besides painlessly injecting...current history."

But life at the OPC wasn't all de-

voted to the serious business of journalism. Among the more diversionary events:

- "The Blue Max" premiere, co-sponsored by the OPC, brought club members and movie stars to New York's Sutton Theater. It proved, among other things, that it's hard to get a newsman into a tuxedo.

- A Nova Scotia regional dinner, complete with bagpipers. The annual Irish night coincided with St. Pat's Day.

- The Children's Christmas Party, a family event, also drew a crowd, for sweets, cartoons and favors.

- Bistro parties in honor of past OPC Presidents and the Overseas Yacht Club provided reasons for celebrations in the Bistro Room.

- The Members' Lounge on the Club's fifth floor, complete with bar service and color TV, was inaugurated.

But not the least of the club's accomplishments during 1966 was the inauguration of "the happy hour" (5:30-6:30 p.m.), at which members pay 50¢ a drink. The wonderful logic of it all is that by 6:30 p.m., when the prices rise again, the customer doesn't really care.



Maybe the ice cream at the OPC Christmas party swept this youngster off her feet. Artist Kay Kato sketches children of members at the Christmas party.



As Murrow Fund pushes for a half-million

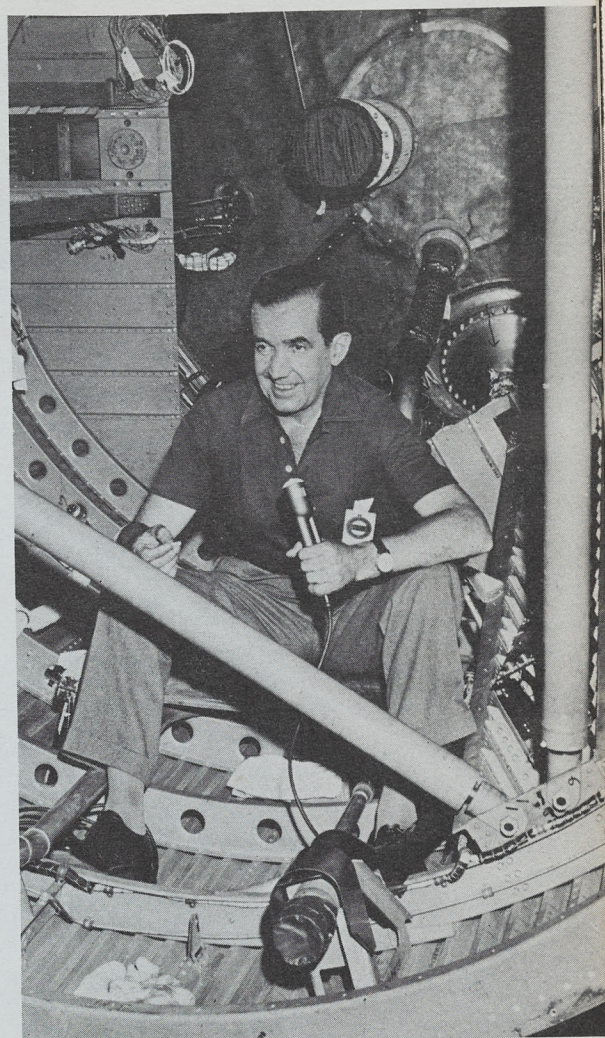
Ed Murrow played a key role at two stages in the development of the Overseas Press Club. In 1952 he headed the fund-raising drive to purchase a headquarters, and eight years later he helped the club obtain the present headquarters building.

Now it's our turn to do something in his memory by contributing to the Edward R. Murrow Memorial Fund's goal of \$500,000. The money will be used to complete the third phase—establishing OPC as a World Press Center by establishing the Murrow Memorial Library and Communications Center and Murrow Institute.

The Library will contain reference material to help working newsmen and writers do their job. In addition, it will contain a collection of written, broadcast and photographic works of prominent journalists, including a collection of Murrow's work and OPC's yearly award-winning entries. The communications center will provide facilities for working newsmen.

The institute will offer a variety of programs. A World Affairs Forum, to be held regularly at the OPC, will present lectures by world leaders to keep students and seasoned reporters abreast of current happenings. A Correspondents' Forum will feature reports from correspondents who have recently returned from overseas assignments.

Fellowships in foreign correspondence will allow young American journalists to work and study for one year in areas not ordinarily receiving much attention. There are plans to extend this program to support British students as well. An annual Anglo-American Conference is planned to bring British and American students together for discussions, forums and panels featuring leading journalists, businessmen, statesmen.



Ed Murrow getting a space-vehicle story.



Cornelius Vanderbilt Whitney, Wally Findlay, Ben Wright and Mrs. Whitney (from left) at special OPC Foundation reception.



President Johnson gives Ed Murrow's son, Casey, photos of his father taken when he resigned as director of the USIA.

Moscow veterans gather for . . .

Another rousing think-and-drink reunion

Of the many functions staged annually at the West 40th Street clubhouse, perhaps none better expresses the basic objective of the Overseas Press Club than the periodic get-togethers staged by the OPC Reunion Committee. Mindful of Article II of the club constitution, "to bring together men and women whose past or present activities in the service of or for American journalism abroad have given them mutual interests," the Reunion Committee has tried to practice that preachment since it was established ten years ago.

Starting modestly, if noisily, with a March 1958 reunion of World War II correspondents who had covered the capture of the Remagen Bridge, the committee later turned its attention to other world news centers. Berlin, Moscow, London, Berlin and Cairo were themes of think-and-drink nights that brought together foreign correspondents who served in those cities, both in peace and war.

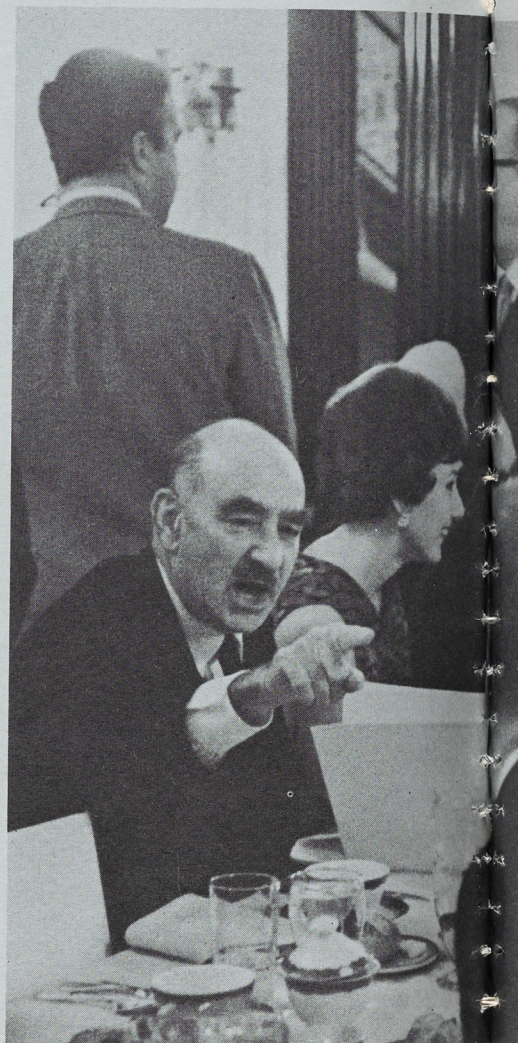
For the ex-war correspondents, there were reunion nights that evoked memories of Pearl Harbor, the Battle of the Bulge, the major Pacific campaigns, SHAEF Headquarters, North

Africa and Italy, the China-Burma-India Theater, the German surrender at Rheims, the Japanese surrender aboard the USS Missouri, and Korea.

Eventually, there will be a Saigon reunion. Pending that one, the reunion clock has gone full circle. Moscow came up for the second time in March 1967 (*photos*) and another Paris Reunion is scheduled for May 11.

Guests of honor at reunions have included President Eisenhower, General Omar Bradley, the late Admiral William "Bull" Halsey, UN Ambassador Ernest Gross, Navy historian Admiral Samuel Eliot Morrison, CIA head Allen Dulles, Roving Ambassador Averell Harriman—all of whom came back to renew old friendships with newsmen they knew in other times and other circumstances.

(Editor's note: the guest speaker at the first OPC reunion was a then-unknown Army historian, Ken Heckler, who wrote the book, "The Bridge at Remagen." He is now a U.S. Congressman from West Virginia. It goes to show how much a guy can get out of an OPC reunion.)



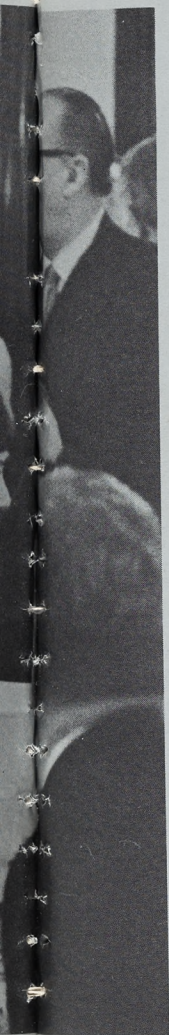
A. I. Goldberg leads a lively discussion.



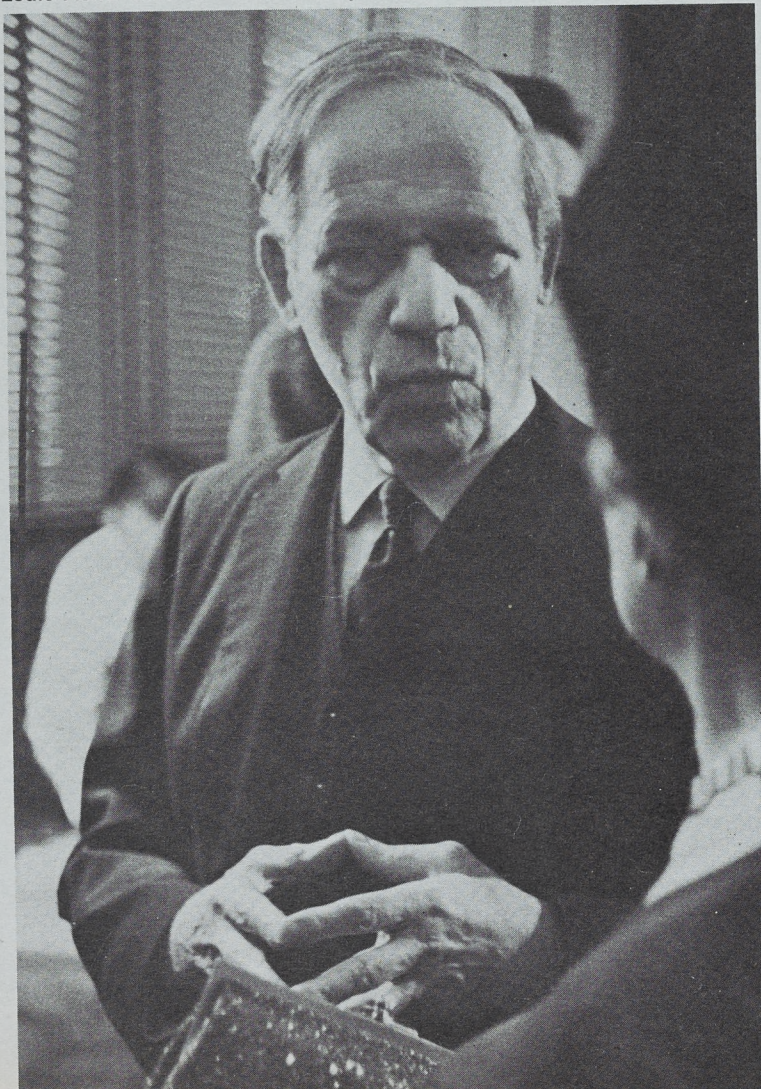
Moscow Night started second round of the OPC reunion series. Featured speaker: Marvin Kalb.



Chatting informally at the gathering (from left): guest of honor Averell Harriman, Victor Riesel, John MacVane, Mrs. Stuart Novins.

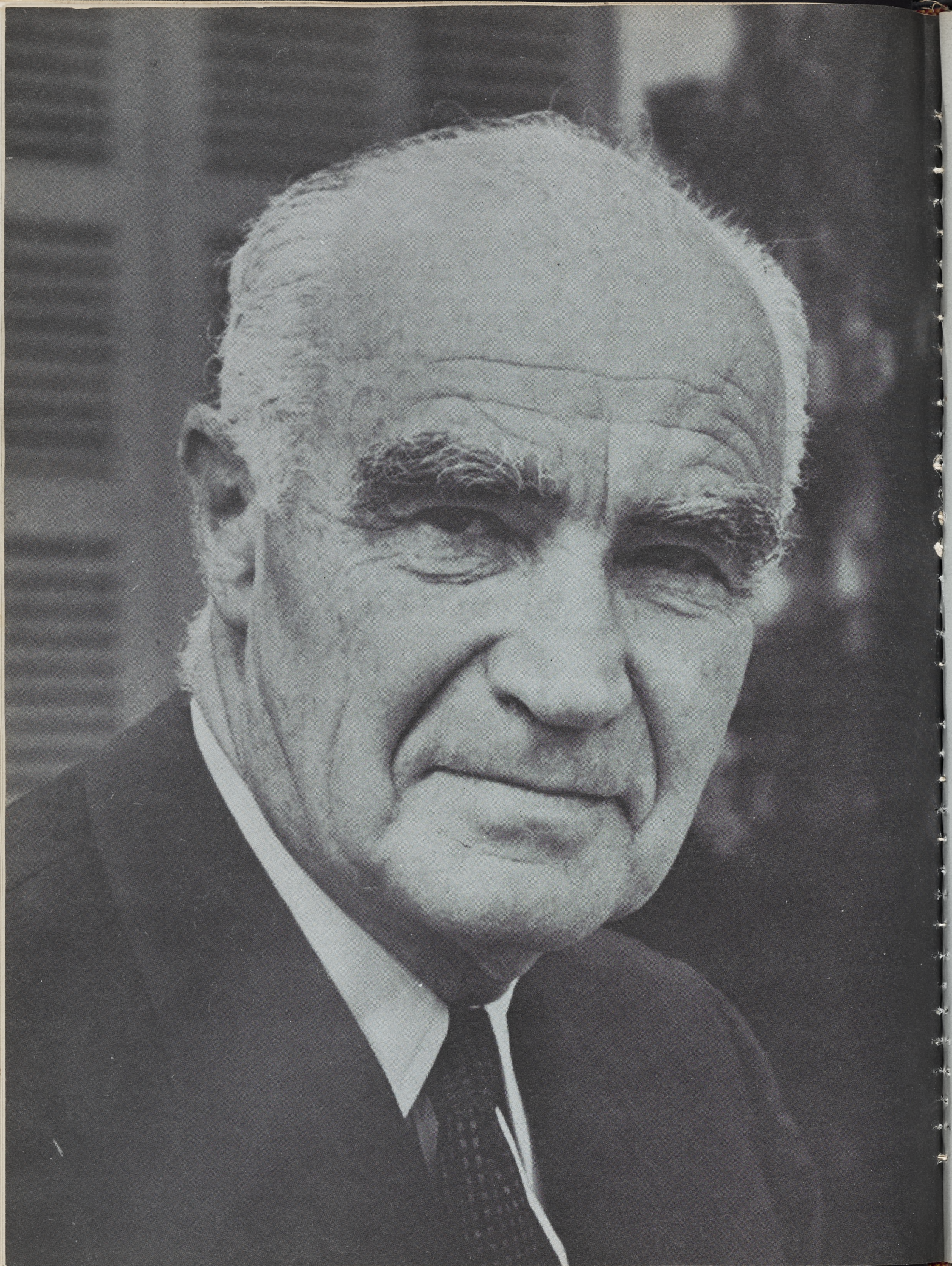


Louis Fisher takes time to contemplate before answering a question.



William Lawrence chats with a colleague.





THOMAS H. GRIFFITH

Senior Staff Editor
Time Magazine

A memory of Henry R. Luce

For many people, the death of Henry R. Luce amounted to a discovery of him. It took the obituaries and the magazine articles to introduce them to a man who was in the center of public life but almost invisible there. This was in part because of the press's familiar neglect of itself when printing "all the news that is fit to print"; the lowest caterwauler of pop songs is apt to be better known than editors and publishers of wide influence. But it was also because Harry Luce, though he enjoyed success and the perquisites that went with it, was never attracted to personal exploitation of his own name.

Others might speak of the Luce publications; to him his empire was Time Incorporated, and any messages to the readers in his magazines usually bore a publisher's or an editor's name, not his. This opting for privacy was deliberate: he wanted the right to choose his own kind of sociability, and his own hours of solitude. He made himself into a good, and sometimes eloquent, speaker, in spite of a conquered stammer and a tendency to ramble, but he was best in small groups, face to face, give and take. Then the conversation took quick leaps by an oral shorthand that friends and associates soon learned to sprint along with. He was an intellectually quick-paced man, and once a thought was registered he wanted to get on. He was a curious and restless man, and needed his privacy to pursue his own omnivorous reading and to work out his own thoughts.

Richard Rovere, when he wrote his famous article on the American Establishment, spent a worried footnote wondering whether Luce belonged in the Establishment or not.

I think Dick Rovere was right to conclude that Luce did not, for though Luce was a frequent dinner companion of the distinguished and successful, enjoyed their company, and had friends among them, he made sure that he kept the freedom and independence he needed as an editor.

In the commentaries that have appeared since his death the public has discovered a man of greater complexity than his reputation suggests; in his death, there also is a discovery for those of us who worked with him.

To work with him was to be in contention with him, to be on your toes and on your guard. He did not like to be bored; he was impatient and could be brusque; he liked a good discussion, but usually insisted on being both combatant and the referee. He expected his editors to be "well-informed," and not just about the news of the day: to know which House committee a bill was holed up in and why; to register on all major names in business, art, society, government; to be able to talk about Corot or even Segonzac, or about the whys of the Arian heresy.

His interest was wide ranging but not universal, being concentrated primarily in politics, history and theology. But he also liked movies and theatre and had an old-fashioned fondness for crime news. Keeping pace and keeping "informed" in his interests as well as your own could be demanding: the risks were either of a wide and ranging superficiality (which no journalist ever escapes), or of devoting most of your waking hours, as he did, to the pursuit of information and the forming of judgments. More even than with

most journalists, his work was also his recreation.

He was a driven man. He had convictions, but never let even the deepest of them go unexamined. His beliefs were the conservative ones: God, duty, country, capitalism, but he was too searching a man to be conventionally conservative. His was above all an original mind, impatient with cant, well aware of the gritty realities of the world, but always determined to measure them against other and higher standards. He believed in big business but also in its responsibilities, and scorned the "pointless" rich who only wanted to make more money. Pointlessness in journalism would be to mirror public taste without trying to raise it, to report facts without trying to understand events, or having understood, not seeking to persuade others.

His restless vitality, his fascination with events were successful ingredients of magazines that were never content merely to make money, though he was good at that too. Sometimes the eagerness to sharpen one's own views required the practical construction of a foreign policy of one's own, to set against the State Department's, and this ambition could be pretentious in print. Sometimes, particularly in the late 1940s and early 1950s, the support of causes Luce adhered to put a severe strain on his commitments as a journalist; issues and men were prejudged, and the opposing side of arguments not fairly given.

History will sort all this out. But since the atmosphere of that era seems incomprehensible to those who have never worked at Time Incorporated, an attempt must be made to describe it. So successful an enter-

prise attracted the enterprising. Among them were many people whose views were close to Luce's, and for whom the stance of the magazines was rarely a problem. Others were unpolitical and quite content in their own areas, where they had all the freedom they wanted.

It was harder in those times for a few. They either left, or stayed on uncomfortably. I remember a friend who used to assure me that "Harry is always *about* to go too far and then doesn't." Sometime later the friend concluded that he had. Luce had a demanding conscience, but so did many who worked for him. Disappointment in the performances of our magazines was always more acute on the inside than on the outside, because we were aware of what might have been. We were not against opinions being expressed that were not our own (nor was anyone ever asked to write against his will), but the fair hearing our views got in internal discussions was not always reflected in the pages of the magazine. We were unhappy when we thought inconvenient facts were being suppressed.

The kind of men Luce needed to run his enterprises would not have stayed if they always fought only to lose; a lot of things appeared in the magazines that Luce himself had not seen and would not have liked. But the stamp was undeniably his. Lively magazines required a dialogue, but lest there be anarchy, there had to be final authority. When you could not prevail, you could at least hope to modify. Neither he nor we liked the 'weasel': a compromise wording was the last resort.

Though sycophants were too obvious to prevail, there were those more royalist than the king who had their momentary ascendancy and did their damage, and others who suffered eclipse for their unpopular views. But those who, without talents to match, hoped to succeed by anticipating Luce's prejudices eventually lost out,

either because Luce had a way of unpredictably rearranging his prejudices or because of Luce's shrewdness in appraising character.

In the end, the independent minds survived by their professionalism, and stayed on in the belief that Luce respected a stubbornness of conviction that was not merely negative or contrary. He was severest on those who knew, but out of fear or hoping to please, did not warn him of error. Those who would challenge him had better know what they were talking about: the result was a constant process of learning, on his part and yours. He wanted dedicated people.

The place was volatile with opinions; and not all of them were Luce's; nor were all of his lightly to be dismissed, as anybody knows who had to contend with him. And if the division was often political, Luce's own thinking was neither narrow nor rigid: a liberal could cheer his early support of civil rights, his contempt for McCarthy, his internationalist convictions.

Many of his editors did not share his preoccupation with theology, yet Luce's absorption in the subject prepared the public for the Vatican councils and the "Is God Dead?" controversy. Though Luce's own taste in art never advanced confidently beyond the impressionists, his editors—following their own tastes, or anticipating trends—made a whole generation of Americans familiar with the distortions of Picasso or the random imagination of the abstractionists. There always had to be an effort to understand, not merely to report. It was hard to hide from engagement in Time Incorporated; cynicism would not work, because it showed in the work.

What fundamentally kept one on was the continual tension of the argument, the conviction that positions on all subjects mattered and were in time open to change: better this than the skillful merchandising of passionless commentary, the lazy

transmission of borrowed opinions, and the mindless exploitation of popular trends. The resources to work with were excellent, the pay was good, the colleagues gifted and lively, but standards were high and it was a demanding place to work. That was part of the pride.

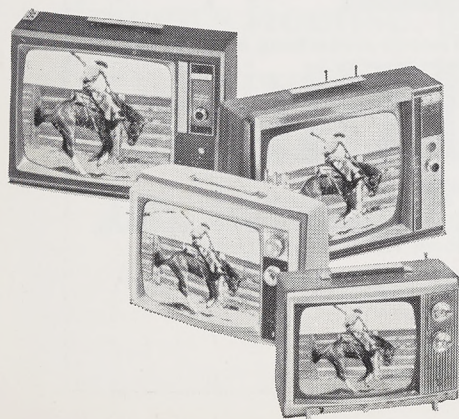
Earlier I mentioned a discovery that those of us who worked closely with him made in Harry Luce's death. It was about ourselves. He had mellowed in later years, and now prodded rather than insisted. Still, one had always to be on one's mettle. It was possible to spend a charming evening in his apartment, gallivanting lightly across many subjects, talking shop or high statecraft, and then to be summoned next morning to be told of his disapproval of something you had written or passed. It was then up to you to defend your course, and if you could, all was fine, and you both could return to what you had been talking about the night before.

It is never easy to be employer (or employee) and friend, and yet in a sometimes awkward fashion, Harry Luce achieved this with a few of his colleagues—who, sharing his most enduring interests, were perhaps his closest friends. The relationship involved a mutual discretion, a recognition that sentiment is the enemy of the first rate. Being in confrontation with Luce's mind, at work or after hours, was often exhilarating, and after one got to know him, not intimidating; one increasingly left the danger zone realizing that it had been an enjoyable and memorable encounter. Gradually over the years there crept over us all the recognition that a relationship that began in awe had ended in affection.

There now remains a void and a heritage. We have lost the man we regarded, as I believe history will come to see him, as the journalistic genius of his time. The heritage is the survival in us of his impatient, questing, exacting standards.



If you want portable TV
that will still be performing dependably
when he goes to college...
why not get the best



From den to kitchen, family room to bedroom, porch to patio—your Portable TV will be constantly on the go. That's why you want the one that's built to take it.

Zenith Handcrafted Portable TV!

It's built better . . . to bring your family the finest performance years and years longer. Every Zenith TV chassis is carefully handwired for unrivaled dependability. There are no printed circuits. No production shortcuts.

And Zenith's Super Gold Video Guard

Tuner has more than a hundred corrosion-resistant contacts of 16-carat gold for a sharper, more true-to-life picture years and years longer.

See the complete line of new Zenith Portable TV—many with Space Command® Remote Control—at your dealer's now.

Featured above, the Ames, 172 sq. in. screen, Model X2022H. At left, top to bottom, the Celebrity, 212 sq. in., Model X2245W; the Westport, 172 sq. in., Model X2046W; the Starlight, 125 sq. in., Model X1725X; the Jetstream, 74 sq. in., Model X1325W.

The Handcrafted TV



ZENITH

*The quality goes in
before the name goes on*

Nationwide Hilton reservations at local prices.



No matter which Hilton you're headed for, you can make your reservations by calling any of our local offices.


We're listed in the phone book under Hilton Reservation Service. And whether your

request is for a room in one or a number of our hotels or for banquet or group meeting reservations, we'll check space availability promptly and confirm it to you.

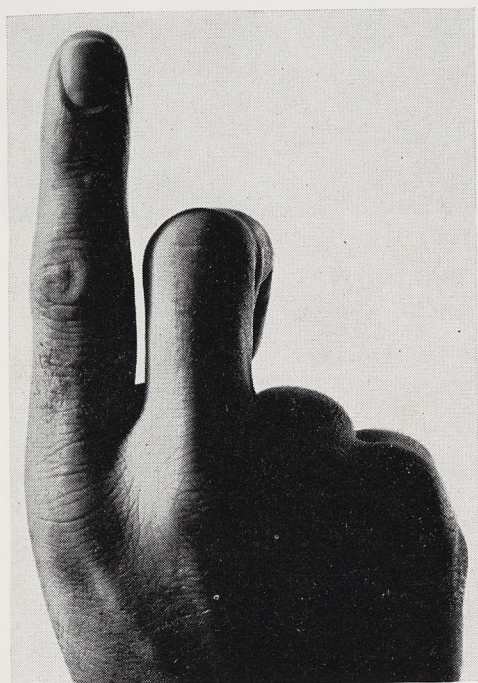
And you thought a dime didn't go far anymore.

There's something new at every

Hilton

 For reservations at all Hilton, Statler Hilton and other leading hotels, phone Hilton Reservation Service.

Would you believe Avis is No.1 $\frac{1}{2}$?



Avis.

Well, in a manner of speaking, we're still No.2.

But technically, we're No.1.5556. After four years of trying harder, we've cut No.1's lead almost in half.

(Based on the latest figures from 26 major airports.)

And do you know what happens when you get that close to the top?

Your people try even harder.

Take Ernie Foote, for example.

A customer showed up with an expired out-of-state driver's license. So Ernie took him to the highway patrol for a driver's test. He passed. Got a Mississippi license. And was off in a shiny, new Plymouth.

Obviously, our people are keeping score.

And they can smell the pennant.



Have a Cyanamid!

(On Our 60th Birthday)

With a chemical name like ours*, we keep an explanation handy. When people ask "What's a Cyanamid?", we take a deep breath and say something like this... Cyanamid is basically a research-oriented chemical firm. Together with its subsidiaries it produces a diversified product line for agriculture, the home, industry and the medical profession.

On the consumer front, Cyanamid is **Lederle** Laboratories, one of the world's foremost producers of pharmaceuticals. One of its subsidiaries makes **FORMICA** brand laminated plastics. You may have used **BRECK** hair-care products, or quality melamine dinnerware marketed under the **MELMAC** trademark. You might also be a user of **Pine-Sol** all purpose cleaner, or **Preen** waxes. Other well-known trademarks include **Creslan** acrylic fiber and **ACRYLITE** acrylic sheet.

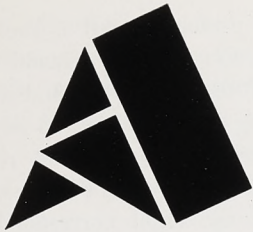
Cyanamid has 60 plants in the United States and manufacturing units at 39 locations in other countries. You can't beg, borrow or buy a Cyanamid, but you can obtain information from us by calling (Area Code 201) 831-1234 or our New York tie-line JU 6-5850.

These are the public relations people to contact: Edward J. McVeigh—Extension 2431, Roy M. Schenberg—Extension 2420. Or for the facts on overseas operations: Edward D. Candee—Extension 2331, Joseph C. Calitri—Extension 2330.

*Cyanamid was established in 1907 to manufacture calcium cyanamide, from which its name is derived. The product was the first commercially practical synthetic nitrogen fertilizer.

CYANAMID

AMERICAN CYANAMID COMPANY, WAYNE, N.J.



American Can Company

H. Walton Cloke, Vice President
Corporate Public Relations & Advertising

100 Park Avenue, New York, N.Y. 10017

March 10, 1967

To: Members of Executive Management

Subject: Overseas Press Club of America, Inc.

Gentlemen, I would like to inform you that we will continue our corporate support of the Overseas Press Club by placing an advertisement in the 10th annual edition of DATELINE, its official publication.

Copy platform will talk to the point of our present areas of business -- Container and Packaging Products, Consumer Products, Service Products and Chemical Products. Little known facts about American Can will also be included: that we were pioneers in the development of stannous fluoride for toothpaste; that we produce 13 billion Dixie® cups annually; that we make most of the floral tape used in the world, etc.

Emphasis will also be placed on the expansion of our International activity -- for example, the recent purchase of a 60 per cent share of Reads Limited of Liverpool, the British maker of metal cans and containers.

Finally, we will suggest that if the members of the Club have any questions they want answered or feature ideas they want to pursue in connection with American Can that they call the Public Relations Department at 972-5599.

HWC:cl

SANDOR M. POLSTER

Newsman

Associated Press

Model of a modern correspondent

Some of the top men in the business believe that foreign correspondents are born, not trained. Their conviction is not shared by the bosses of most of the 836 U.S. correspondents working abroad in 1966.

Twenty-three editors and news directors of media employing foreign correspondents recently outlined the qualities they regard as ideal for a foreign correspondent. Their views were compared with the actual educational and news experience of 41 correspondents. Their combined life

in journalism is nearly nine centuries, of which 394 years were spent overseas.

It was found that there is more to getting a foreign assignment than just being at the right place at the right time—there is a path of preparation for the aspiring foreign correspondent.

The road begins with a college education. All the respondents favor a liberal arts background, with a major in the social sciences. Ranked in the order of preference by the 23 executives are history, economics and political science. The correspondents put economics first, history second.

All, however, emphasize the importance of a college education. One correspondent, who dropped out of college during the depression and never completed his education, writes, "I am convinced my generation was the last which could permit itself this indulgence." Nevertheless, several of the editors say that, although

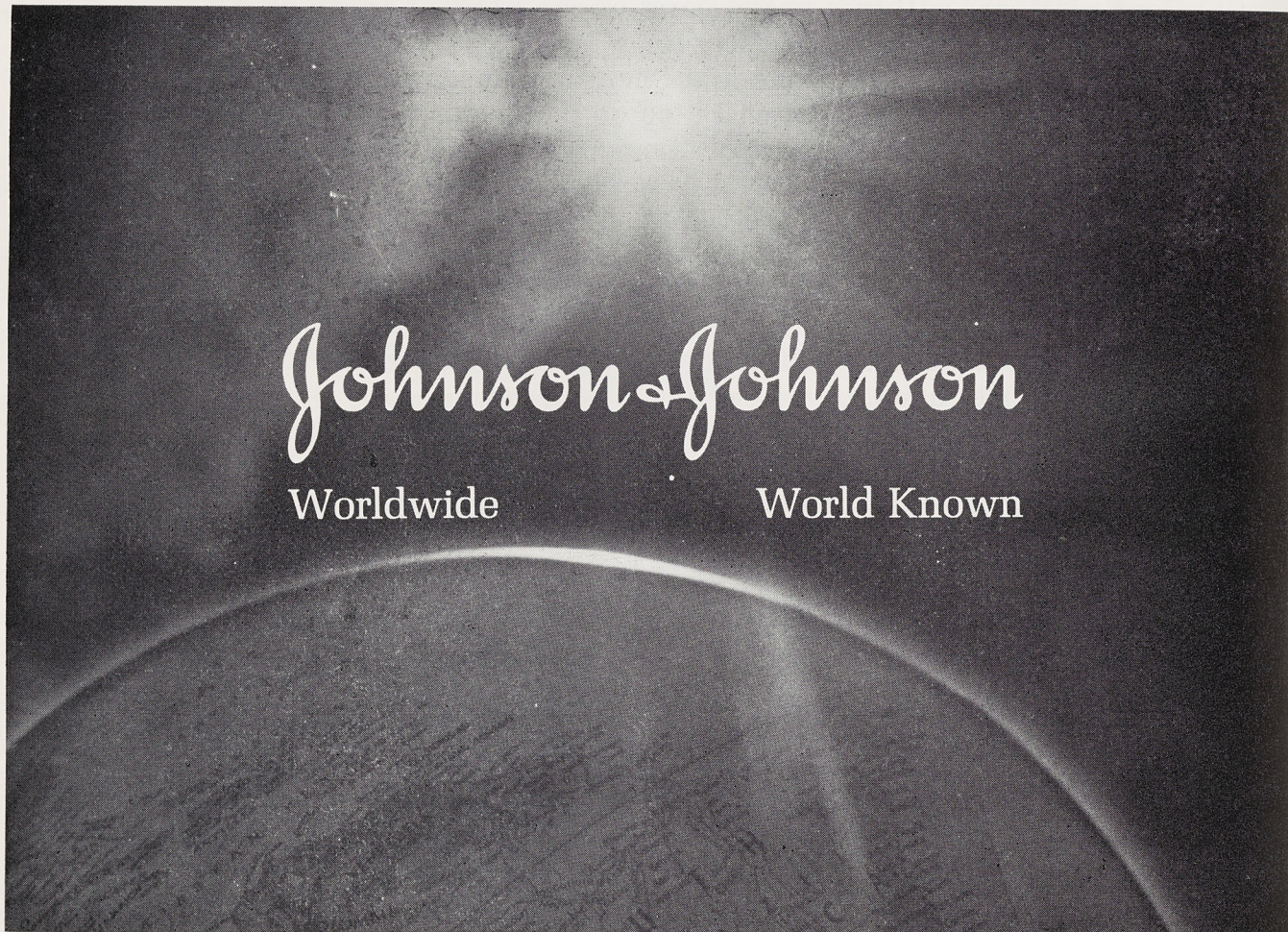
they prefer at least a bachelor's degree, they do not demand it.

Of the 41 correspondents participating in the survey, 33 have at least a bachelor's degree; 11 report they also have a master's degree.

Of the eight correspondents who did not graduate from college, six were born before 1925. Six of the 11 who completed graduate school were born after 1930. One correspondent has two master's degrees, and one lists some work toward a doctorate.

The editors think the ideal correspondent would study the social sciences. And with very few exceptions, those correspondents who graduated from college majored in history, economics, political science or international relations—all in the social science area.

Only two correspondents consider journalism schools to be helpful on the undergraduate level. Five others suggest graduate journalism education. Three respondents opine that



journalism education is valuable only as a means of getting the first job.

The editors and news directors suggested that, if journalism is to be studied, it should be as a minor to one of the social sciences, or at the graduate level.

Among desirable second languages for the foreign correspondent, French is first choice, with Spanish the runner-up. Russian and German follow. And some suggested oriental languages. Thirty-six of the correspondents in the survey group are bilingual; 33 of them speak French. And most speak at least two foreign languages.

There is always the exceptional individual who can go right from college to a foreign assignment, but the editors report that such a person is seldom found. They state that one-to-five years of full-time news experience is necessary before going abroad to work. Wire service work is cited by most as the best prepara-

tion for a foreign assignment, and many regard the wire services as the quickest ticket abroad.

Most of the 23 editors prefer single persons for foreign assignments, because, as one editor writes, a bachelor is better able to live out of a suitcase. Sixteen of the 23 state no opinion as to which sex would function best on assignment. Four say they hire only males for foreign duty; none specifically declares a preference for a female for the job.

Almost all the responses to the question of sex are qualified, however, according to type and location of assignment. In contrast to the editors' stated preference, there were only two bachelors among the 41 participating correspondents.

The editors and news directors agree that 30 is the perfect age, but some will take a candidate as young as 25, or as old as 60—again depending upon type and location of assignment.

Only three of the correspondents had no full-time experience before going abroad. Most of the others had worked for one or two employers other than the one that sent them overseas.

Putting all these qualities together produces the following model of a modern foreign correspondent: a 30-year-old unmarried male college graduate (probably having a master's degree), who has worked in domestic news for about three years and speaks French in addition to another foreign language.

This fellow is equally at home, as one correspondent wrote, "in a bloody street riot or at a black-tie dinner." And above all, as one editor said, "He must be a damn good reporter."

One of the correspondents probably summed it up when he wrote, "The substance of his work is the activities of man, and the understanding of those activities should be the aim of his studies."



PHILCO



Ford

PHILCO-FORD CORPORATION

Tioga and C Streets, Philadelphia, Pa. 19134

**Television • Stereo • Radios • Refrigerators
Freezers • Electric Ranges • Air Conditioners
Automatic Washers and Dryers • Dishwashers
Electronic Products and Systems
for Government and Industry**

Meanwhile, back at the cable office

**The human-electronics
interface is still
what it used to be**

The smooth transmission of news by the most modern methods runs into the same old rough edge at what the engineers call the interface between humans and electronics. That conclusion comes through from the experiences of OPC'ers in cable offices around the world.

Take the case of Anne Bruno, covering last year's severe earthquake in Turkey for McGraw-Hill World News. "It was almost 10 p.m.," Anne reports, "when I sat down to write. I ground out 1,000 words, took copy to cable office, woke the clerk.

"First he crossed out URGENT, insisting there was no such thing. I fought like a tigress until he finally put the word back. The cable was logged in with good English-speaking chief at 4 a.m. He said it would go off in ten minutes, when line would be open to New York."

The cable wasn't filed until 7 a.m. "That's how they handle URGENT in the relaxed Middle East."

Barry Edgar, McGraw-Hill correspondent in Copenhagen, lives in the country. His cables usually are delivered by the local mailman.

"I soon discovered that my mailman had better things on his mind," says Barry. "As the mail delivery began getting later and later, I finally asked why. Seems this handsome, red-coated mailman had discovered a winsome lady on his route. At first my mail used to arrive at 9:30 a.m. Then 10. Then 12. It provided an accurate report on the progress of his romance. But then the morning mail and cables began arriving at 3 p.m."

Upshot: Barry bought a post box—at his mailman's suggestion.

Joe Peters, McGraw-Hill's man in Belgrade, describes the nerve-grating nonchalance of clerks there: "If you have an urgent press cable it means nothing. You must stand in line. Standing in line wouldn't be so bad, but the clerks have a wonderful habit

Congratulations to winners of
the 1967 Overseas Press Club Awards

W.R. GRACE & CO.

*"A chemical manufacturing and international industrial concern with
food, beverage, petroleum and transportation interests."*



of keeping people waiting while they gossip with co-workers, or even with visiting friends.

"Or they have no small change to return to the customer ahead of you, so they go off somewhere to break a bill, and on the way, of course, stop for another chat. Protesting doesn't mean anything, so you stand patiently chewing your nails."

McGraw-Hill correspondent Clarence Perera reports from Ceylon on the gum caper: "Your typed cable has to be pasted on a foreign telegram form before it is handed over the counter—but precious time is lost battling with the gum bottle." Instead of a brush, the bottle has a piece of wood, its neck is always caked with dried gum and, inevitably, there is almost no gum left. So the world waits while the press solves the gum bottle.

Some problems, of course, are inevitable by-products of news in the making. John Leech, McGraw-Hill

correspondent in Zambia, describes what happened on November 11, 1965, when Ian Smith declared Rhodesia independent of Britain:

"Practically all Zambia's communications with the outside world—road, rail and air, as well as cables, telephones and Telex—were running through what had virtually become 'enemy territory.' The chaos that ensued in our cable office had to be seen to be believed.

"Two hundred correspondents, all filing voluminously. A single line to international hookup in Salisbury, where 250 more were filing like lunatics. On top of that, when colonial status ended here the previous year, the British took over the old colonial government's 'hot line' system to London; so all government business was also passing through the public cable office—and with priority."

In the same context, Clem Cohen, The Associated Press's man in Caracas, tells of a problem that has been

faced by more than one Latin America hand: "Whenever there is a 'golpe' (coup d'etat) attempt they hold up cables they think the government may not like, and no amount of coaxing will get the messages through." What is needed is the okay of a censor, and it's up to the correspondent to track him down. The censor is a species that becomes invisible when most needed, and when found rephrases and deletes all salient phrases.

The whole irritating business is aptly vignettized by Leech: "Nine at night and still 5,000 words of 'press' lying in operators' baskets with the London line closing in 15 minutes. Forty-eight-hour delays at URGENT rates. Cables fired off and apparently gone into orbit. Clamor, shouting, anger, mollification. Telephone and Telex lines equally clogged. A top-flight story on hand for once, and my legs had been cut off."

Despite the foul-ups, it's not all

Edgar Williams struck gold in Scandinavia.

On a three week vacation trip to Scandinavia, Edgar Williams, staff writer of The Philadelphia Inquirer's Today Magazine, picked up five Sunday magazine pieces, 23 columns, nine features for other magazines, and two photo stories. But there's still lots more good copy in Denmark, Norway, Sweden, and Finland. For tips on what is current and interesting, call the SAS News Bureau. In New York at 138-02 Queens Boulevard, Jamaica (212-657-8000); in Chicago at 200 South Michigan Avenue (312-922-7710); in Los Angeles at 8929 Wilshire Blvd., Beverly Hills (213-652-8612); and in Montreal at 1010 St. Catherine Street West (514-UN 1-8311).

SAS
SCANDINAVIAN AIRLINES



frustration, however. Andy Borowiec, veteran of 13 years with AP, and now roving European correspondent for the *Washington Star*, declares: "I have encountered many cable offices. Some were cheerful, most were depressing, and almost all looked like the place where the story was going to be buried. But somehow all stories got out—including dispatches on the illness and death of Albert Schweitzer, sent by Morse code by a drunken African from the Lambarene post office."

And there are the not-so-rare moments of glory as well. Russ Bralley, *New York News* man in Bonn, recalls: Macedonian communications men who, during the 1963 Skopje earthquake, "entered a crumbling office, snaked out some wires to a nearby shack, hooked up an ancient switchboard and a Rube Goldberg Teletype, and sent word out 24 hours a day"; grinning girls in Bucharest, without understanding any of the

languages they were sending, moving copy around the clock during the Chou en Lai visit; Bertie Bell and Jean Baillet of Press Wireless turning in "one of their non-stop performances reminiscent of Geneva Conference days" during the 1965 Afro-Asian summit meeting in Algiers; and a decade ago, when the Cold War was hottest, East European communications people relaying news "at some risk and without credit."

For some their anonymous task ended in death. McGraw-Hill Athens correspondent Alex Kitroeff recalls that "during the earthquakes that destroyed Argostoli in 1953, cable office personnel agreed to stay on beyond closing time for the sole purpose of sending off press messages. One tremor brought down the two-story concrete building . . ."

What does it all prove? Probably just this: as long as the human element is involved, getting the story home will never be routine.

Stars and Stripes

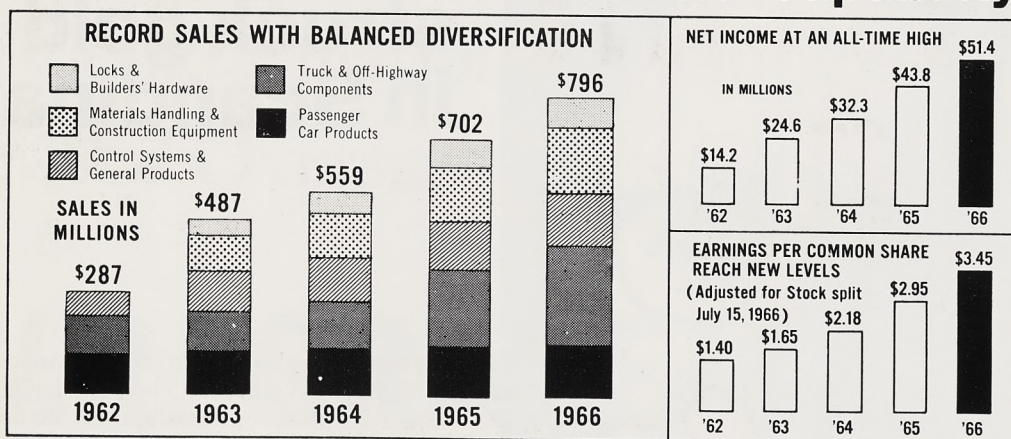
(continued from p. 71)

Stars and Stripes for so long. He did for *Stars and Stripes* what Eisenhower did in World War II and what the Moss Committee is doing today: He used muscle, the one language the Army seems to understand.

But Salinger and we made two mistakes. Salinger's was that he called on the Army to investigate the Army. In truth, the services are so committed to preserving their command structures that they are almost completely incapable of perceiving any truths that might appear to weaken it.

Colonel James W. Campbell, the present editor-in-chief of *Stars and Stripes*, made the point quite well when he admitted in a Frankfurt press conference in January that he had allowed a kill order by his deputy to stand, even though he disagreed with it, because he "didn't want to

Record 1966 sales and earnings verify Eaton Yale & Towne financial capability



In business today, capability must be officially verified. For Eaton Yale & Towne, fiscal 1966 is now in the "record book," our new 1966 Annual Report. □ The report shows 1966 sales up 13.4%, net income up 17.4%, and earnings per common share up 16.9% . . . all at record high levels. In 1966, Eaton Yale & Towne continued its record of quarterly dividends per common share, uninterrupted since 1904. □ The "record book" further shows new highs for 1966 in investment for plant and equipment of \$43.5 million. □ And, expenditures for research and development reached a record \$11.5 million.

For more about Eaton Yale & Towne, write for a copy of our 1966 Annual Report.



FORMERLY EATON MANUFACTURING COMPANY
CORPORATE OFFICES, 100 ERIEVIEW PLAZA • CLEVELAND, OHIO 44114

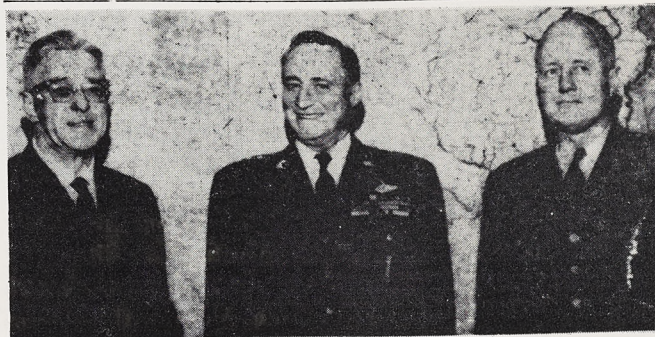
TESTED . . . TRUSTED PRODUCTS SINCE 1868 • Truck & Off-Highway Components • Materials Handling & Construction Equipment • Control Systems & General Products • Passenger Car Products • Locks & Builders' Hardware

undermine the authority of a subordinate." To his credit, Campbell later admitted he felt he had made a mistake in not reversing the decision. (The story killed was an AP feature by William L. Ryan on the new Soviet leadership.)

Our mistake at *Stars and Stripes* was in not making public the 1963 investigation at the time it took place. We were surprised that the "investigating" was to be done by the Army, but we were caught up in a heady enthusiasm generated by Salinger's quick response. We felt committed to the propriety of silence, both because the White House was involved and because we were civil servants and unwilling to give our own story to the competition. We were convinced we were on the right track.

Had we tipped off AP, UPI, and *Overseas Weekly* to what was happening, we might have created the pressure that only public attention can exert. The IG report might at

Fla. Jet Crash Kills 43



MEETING THE PRESS — Col Ridgway P. Smith Jr. (right), editor-in-chief of *The Stars and Stripes*, and Arnold Burnett (left), the managing editor, call on Gen John P. McConnell, deputy commander-in-

chief of U.S. TUCOM, in Paris for a discussion of the newspaper's function and operation. The general stressed the importance of the newspaper as a tri-service information medium. —Army Photo

720B Hits Everglades In Squall

MIAMI (AP) — A Miami-to-Chicago Boeing 720B jet liner carried 43 persons to their deaths in South Florida's Everglades wilderness.

The plane crashed shortly after takeoff in a vicious squall.

"The fuselage is busted up," said Lt Cmdr James Dillon, one of two helicopter pilots who found and explored the wreck. "It's been badly burned."

Swamp buggies and other special vehicles lurched toward the pitch-dark crash scene — 9 miles from the nearest road—where the Northwest Airlines plane, missing 6½ hours, was found by the Coast Guard officers in a helicopter that

Page-one "must" in *Stars and Stripes*: brass. S&S Managing Editor Arnold Burnett (left) and Col. Ridgeway P. Smith Jr. (right), editor, visiting Gen. John P. McConnell.

least have reached Salinger.

For the Army, *Stars and Stripes* remains what it has always been, a dilemma. The Army cannot publish it with an entirely military staff it can control; there is not enough professional talent in the entire Armed Forces to produce it. The Army,

therefore, must rely on "outsiders" —trained professional newsmen. But it cannot make professional newsmen accept what it has been doing to *Stars and Stripes* for the last 22 years. Fortunately, the staff will no longer shut up — and the Moss Committee won't let go.

What's good for a cold?

Coricidin[®] (of course)

SCHERING CORPORATION • BLOOMFIELD, NEW JERSEY

Copyright © 1967 Schering Corporation. All rights reserved

tpi

*printing
with
character*

With each passing year, since 1924, **TERMINAL PRINTING** has added new and improved facilities to its letterpress and lithography departments. Today it is a completely modern organization streamlined for the production of "Printing With Character."

TERMINAL PRINTING'S complete graphic arts service—all under one roof—is designed to serve your every letterpress and offset need.

**TERMINAL PRINTING AND
LITHOGRAPHING COMPANY**

FORTY-ONE FIRST STREET • HOBOKEN, NEW JERSEY

New York: COrtlandt 7-1115

New Jersey: SWarthmore 2-2222





**If you think -30-
is the end,
you should see our 32.**

Lettera 32, that is. This is the Olivetti Underwood 10 pound portable with the big typewriter touch. Easy to carry, easy to store. Yet performance is the keynote. Lettera 32 offers big ma-

chine touch, automatic paragraph indentation, wide keyboard and a handsome carrying case. And don't forget Praxis 48, a compact electric to warm the heart of any rewrite man. And

Olivetti Underwood offers a whole line of machines to suit any need. If you belong to the "have typewriter, will travel" set, pack a 32. You'll find it's just right to write. Or rewrite.



olivetti underwood

Overseas
Press
Club Of
America
Dateline
1967
Moving
The
News